

2026 ANNUAL EV DRIVER SURVEY



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EXECUTIVE SUMMARY

In 2026, Plug In America fielded its sixth annual electric vehicle (EV) driver survey. Plug In America maintains an extensive national network of EV drivers who provide us with valuable insights into their EV driving experiences. We also rely on social media to connect with EV drivers and non-EV drivers to collect survey responses.

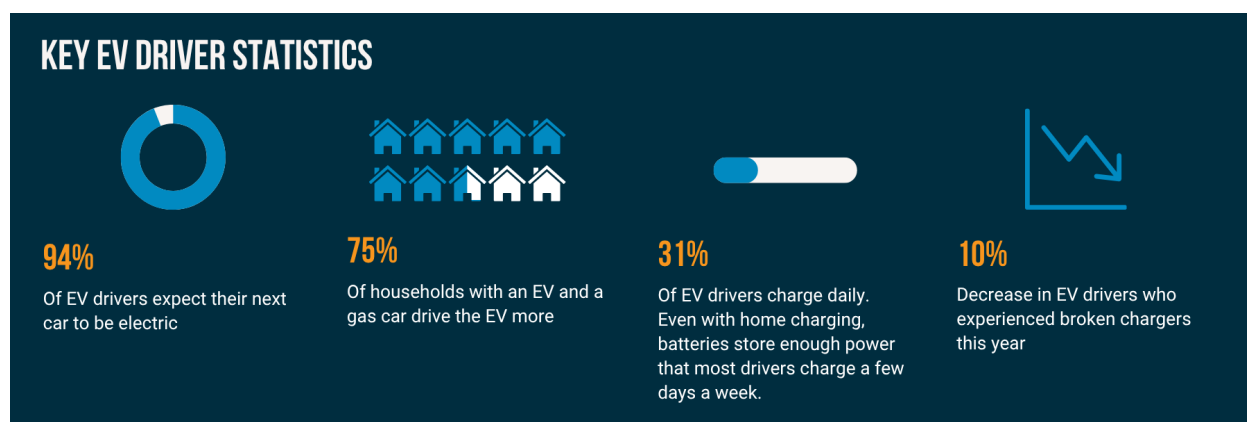
For the 2026 Plug In America EV Driver Survey, we received a total of 4,205 responses, including 3,614 completed surveys and 591 partially completed surveys. The vast majority of the respondents (3,809) are EV drivers. The survey was fielded from January 21, 2026, to March 31, 2026—after the federal tax credits were eliminated by Congress and no longer available to consumers, but before average national gas prices reached their highest point in late May at over \$4.50 a gallon. During the fielding of this survey, gas prices ranged from \$2.81 in January to \$4.02 at the end of March.

This year, we examined ongoing trends and introduced several new questions to gain new insights into the current EV experience in the United States.

Key takeaways include:

- **EV drivers LOVE their vehicles.** EV drivetrain loyalty continues to grow. 94.3% of EV driver respondents reported being likely or very likely to acquire an EV for their next vehicle. After collecting new information, we found that over 90% of EV drivers consider their vehicles more fun to drive, easier to maintain, and cheaper to fuel than gas cars. Additionally, more than 94% of EV drivers consider their vehicles to be convenient, reliable, and safe. [See pages 14-18 for more information.](#)
- **To know an EV is to love one.** Direct experience is the most important factor that builds EV confidence. After acquiring an EV, respondents experienced fewer concerns about battery range, price, and public charging availability. In addition, the number of EV drivers with no concerns at all increased after experiencing one daily. [See page 11 for more information.](#)
- **Cost savings continue to be an important driver of EV adoption.** Inexpensive home charging has long been the incentive EV drivers rely on most, even when federal tax credits were available, and that continues in 2026. 91% of EV drivers agree that they save money by driving an EV, and nearly 95% of drivers agree that their EV is cheaper to fuel and easier to maintain than a gas car. [See pages 15 and 19 for more information.](#)
- **Most EV drivers don't charge their vehicles every day.** Today's EV batteries are not only sufficient for daily driving but can often power several days of driving. Even with convenient home charging, less than one-third of EV drivers charge every day. [See page 22 for more information.](#)

- **EVs are the top choice for daily driving.** In 75% of households with both an EV and a car with another powertrain, the EV is driven more often. [See page 8 for more information.](#)
- **The public charging experience continues to improve.** The percentage of drivers who use networks other than the Tesla Supercharger Network and report experiencing a non-functional or broken charger in the past year has decreased by almost 10%. [See page 28 for more information.](#)



The single greatest takeaway from the 2026 Annual EV Driver Survey is that EV drivers love their vehicles. New data this year show that an overwhelming majority of respondents feel safe driving their EVs and find their EVs to be convenient. Drivers find their EVs easier to maintain than gas cars and agree they save money by driving an EV. These statements provide strong testimonials, reinforcing the overwhelmingly positive experiences we hear from EV drivers.

In this report, the letter 'n' designates the number of responses received for each individual question. For questions with multiple answer options, a respondent may not have provided an answer to every part of the question. In this case, 'n' refers to the highest number of responses received in a single category (in other words, the number of respondents who answered at least one part of the question).

STATE OF THE EV MARKET

The U.S. electric vehicle market experienced significant policy shifts over the last year. The early termination of federal tax credits for electric vehicles, the rollback of federal regulations limiting tailpipe pollution and increasing fuel efficiency, and delays in funding for charging buildout led to a decrease in EV manufacturer investments and declining EV sales in the U.S.

In September 2025, the U.S. EV market set a record for sales as buyers flocked to take advantage of the federal tax credits before they expired. New EV sales in September 2025

increased significantly from the prior year, reaching over 13% of new vehicle sales nationally.¹ Used EVs were also successful, reaching a record market share of 2.8% in September, according to Cox Automotive.²

After the vehicle tax credits expired, the EV market slowed down. Many automakers experienced sales declines of 60% to 70% or more in the first quarter of 2026. EVs made up 5.8% of new vehicle sales in that quarter. However, over 200,000 new EVs continue to be sold each quarter, and EV models are still in demand.³ Traditional internal combustion vehicle sales in the U.S. continue to decline and have now dropped below 75% of new vehicle sales.⁴

Globally, electric vehicles have achieved record success, surpassing 20 million sold in 2025. Today, one in four cars sold worldwide is electric. China and Europe continue to dominate the global light-duty EV market, while in emerging markets in Africa and Asia, EVs are growing in new vehicle sales.⁵

It is important to note that this survey was fielded just before the United States' war with Iran contributed to a significant increase in gasoline prices. This change may lead to increased interest in and sales of electric vehicles⁶, which will be a trend to explore in next year's survey.

Electric vehicle information

We asked respondents to identify the year when a member of their household first purchased or leased an EV. Out of 3,693 respondents, over 11% first acquired an EV in 2025. Only 1.3% of respondents answered 2026, and 50.7% of respondents first acquired an EV between 2020 and 2026. This means that our survey sample includes both long-time EV drivers and newer adopters. The majority of our respondents are fairly new to EVs, which provides us with valuable insights into their experiences and satisfaction with their vehicles.

¹ Atlas Public Policy. "EV Market Dashboard." *EV Hub*, 2026, <https://www.atlasevhub.com/market-data/ev-market-dashboard/>. Accessed 22 June 2026.

² Valdez Streaty, Stephanie. "EV Market Monitor - September 2025." *Cox Automotive Inc.*, 16 October 2025, <https://www.coxautoinc.com/insights/ev-market-monitor-september-2025/>. Accessed 27 May 2026.

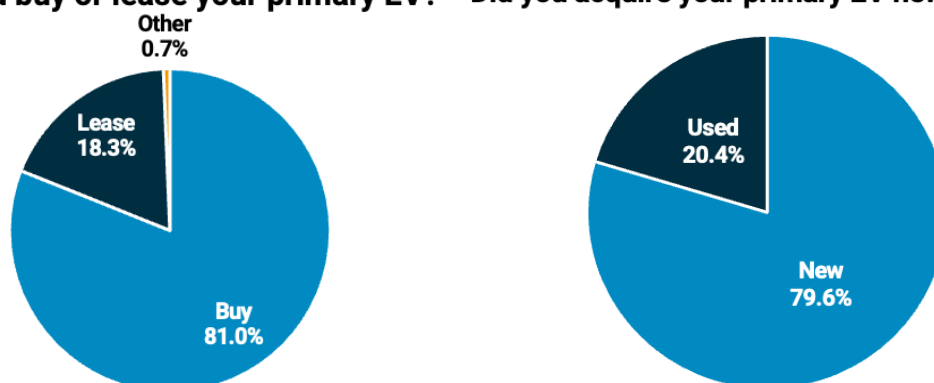
³ Cox Automotive Inc. "EV Sales Decline Slows in First Quarter of 2026, Share Stabilizes Near 6%." *Cox Automotive Inc.*, 10 April 2026, <https://www.coxautoinc.com/insights/q1-2026-ev-sales-report-commentary/>. Accessed 27 May 2026.

⁴ Alliance for Automotive Innovation. *Get Connected: Electric Vehicle Quarterly Report*. 2025. *Alliance for Automotive Innovation*, <https://www.autosinnovate.org/posts/papers-reports/Get%20Connected%20EV%20Quarterly%20Report%202025%2001.pdf>.

⁵ The International Council on Clean Transportation. "Globally, over 20 million electric vehicles were sold in 2025, hitting a new milestone with one in four cars sold being electric." *The International Council on Clean Transportation*, 14 May 2026, <https://theicct.org/viz-20-million-electric-vehicles-were-sold-in-2025/>. Accessed 27 May 2026.

⁶ Cosier, Susan. "Experts Predict EV Sales Will Keep Rising Despite Setbacks." *NRDC*, 27 April 2026, <https://www.nrdc.org/stories/experts-predict-ev-sales-will-keep-rising-despite-setbacks>. Accessed 27 May 2026.

Did you buy or lease your primary EV? Did you acquire your primary EV new or used?



Figures 1 & 2: Did you buy or lease your primary EV? Did you acquire your primary EV new or used? (Figure 1: n = 3,690, Figure 2: n = 3675)

Similar to gas-car acquisition, about 80% of EV drivers bought their primary EV, while about 20% leased theirs. However, the breakdown between new and used EVs is nearly opposite to the gas car market. Close to 80% of respondents bought their EV new, while 20% of EV drivers bought a used vehicle. This finding is roughly the opposite of the trend across all car sales, where used vehicles make up around 75% of total sales.⁷ As the EV market matures, we expect used EV sales to increase as more used EVs enter the market.

The most popular EV models that our respondents drive have remained mostly consistent with last year's survey. The most popular vehicle this year is the Tesla Model Y, which 11.4% of respondents drive. Collectively, 26.3% of respondents drive a Tesla vehicle. The Ford Mustang Mach-E, Hyundai Ioniq 5, and Nissan LEAF remain popular among our respondents. 20% of respondents drive a vehicle that is not among the top 20 displayed in this graph, including Lucid vehicles, the BMW i3, and the Nissan ARIYA, indicating the diversity of EV models available and in demand.

⁷ Golonka, Sean, and Lauren Hamer. "Car Sale Statistics 2026 | ConsumerAffairs®." *Consumer Affairs*, 26 July 2024, <https://www.consumeraffairs.com/automotive/car-sale-statistics.html>. Accessed 27 May 2026.

What is the model of the EV that you drive most often (your primary EV)?

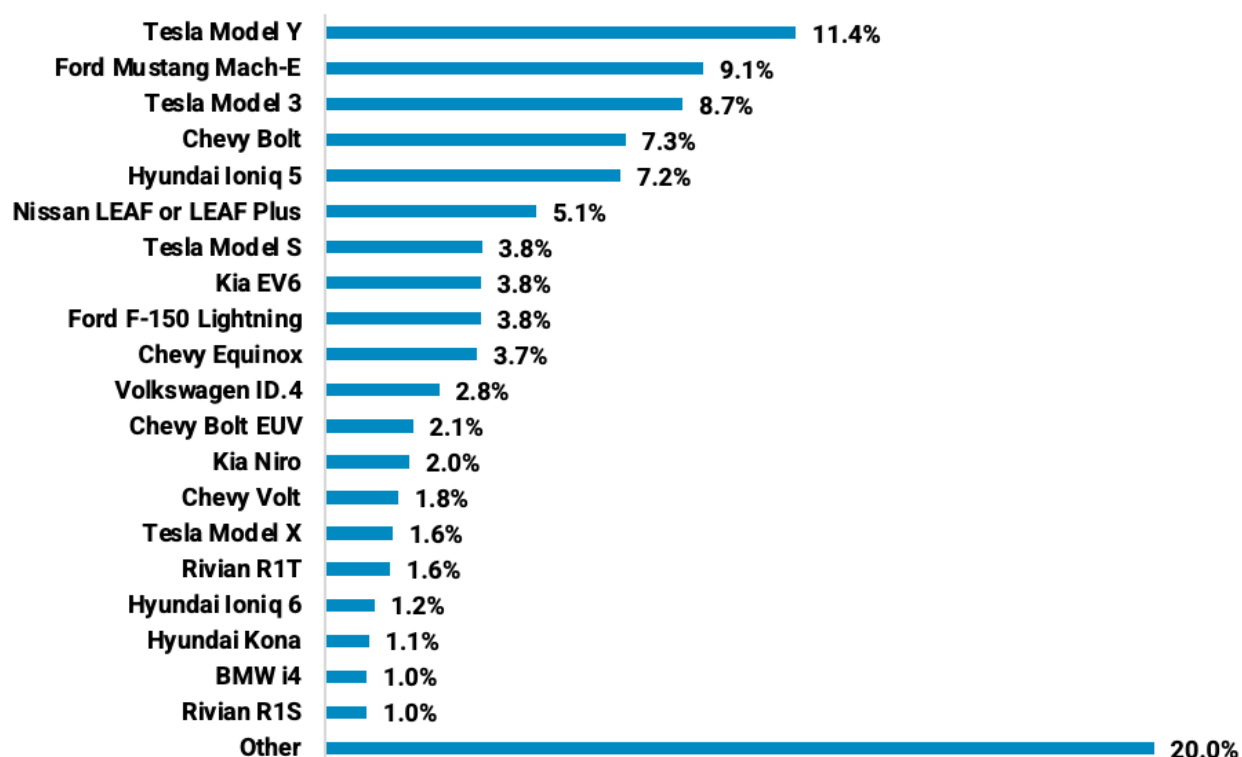


Figure 3: What is the model of the EV that you drive most often (your primary EV)? (n = 3,662)

To assess consumer satisfaction with EV models, we asked respondents to rate their primary EV across several categories and to provide an overall rating. We used a 5-point scale, ranging from 'very poor' to 'very good.' The results are shown in the table below for vehicles that had at least 50 respondents. The percentages shown are the percentage of drivers with that vehicle as their primary EV who rated it as 'very good' in that category. These data points show how satisfied drivers are with their primary vehicles and compare average satisfaction across brands and models.

Top Cars in Each Category (50+ respondents)	1st	2nd	3rd
Range	Chevy Equinox (54.2%)	Tesla Model S (47.7%)	Tesla Model Y (44.6%)
Charging Speed	Kia EV6 (69.5%)	Hyundai Ioniq 5 (61.5%)	Tesla Model Y (44.2%)
Performance	Rivian R1T (100%)	Tesla Model Y (89.2%)	Tesla Model S and Kia EV6 (87%)
Safety Features	Rivian R1T (92%)	Tesla Model Y (85%)	Tesla Model X (84.5%)

Comfort	Rivian R1T (90%)	Ford F-150 Lightning (83.8%)	Kia EV6 (73.3%)
Styling and Appearance	Rivian R1T (96%)	Ford Mustang Mach-E (83.8%)	Tesla Model S (83.2%)
Navigation System	Rivian R1T (64%)	Tesla Model S (78.6%)	Tesla Model Y (78.4%)
Ease of Charging	Tesla Model Y (90.3%)	Tesla Model X (87.9%)	Tesla Model 3 (86.4%)
Cargo Space	Ford F-150 Lightning (90.8%)	Rivian R1T (88%)	Tesla Model X (77.6%)
Reliability	Tesla Model Y (87.4%)	Tesla Model 3 (76.9%)	Chevy Bolt (75.1%)
Value for the Price	Chevy Bolt (66.5%)	Chevy Equinox (64.2%)	Chevy Bolt EUV (63.8%)
Overall	Rivian R1T (94%)	Tesla Model Y (79.3%)	Tesla Model 3 (77%)

Figure 4: The top 3 cars in 12 different categories (parentheses indicate what percentage of drivers said that their primary EV is 'very good' in each category) (n = 3,414)

Chevy models took the top 3 spots for value.

Tesla took the lead in charging and reliability.

The Rivian R1T emerged as a strong leader in satisfaction with performance, safety features, comfort, styling and appearance, navigation system, and overall rating. The Tesla Model Y was also highly rated for ease of charging and reliability. In third place overall, the Tesla Model 3 received high ratings from respondents. Chevy models took the top three spots for value for the price. The Chevy Bolt, Equinox, and Bolt EUV were recognized by drivers as the best values in EVs. A

few models that were highly rated in 2025 were not included in the 2026 results because there were fewer than 50 respondents who drove them as their primary EV, such as the Rivian R1S and Hyundai Ioniq 6.

About 2,000 respondents have both an EV and a gas/diesel/traditional hybrid vehicle in their household. Since this is a scenario where a family has a choice between vehicles for daily driving, we wanted to see which vehicle was driven more often. It turns out that 60.8% of respondents said that the EV(s) in their household are driven "much more" often. A total of 75.4% of respondents said that the EV(s) are driven more often in their household. Only 2.1% of respondents said that their household's gas, diesel, or traditional hybrid vehicle(s) are driven much more often. When given a daily choice between driving an EV or a gas vehicle, respondents are more likely to choose to drive the EV.

In your household, which is driven more often: EV(s) or gas/diesel/traditional hybrid vehicles?

The gas vehicle is driven somewhat more.
5.3%



Figure 5: In your household, which is driven more often: EV(s) or gas/diesel /traditional hybrid vehicles (abbreviated as 'gas')? (n = 2,026)

WHAT HAS INFLUENCED EV PURCHASES?

Purchase considerations

Each year, we continue to find that clean air and environmental protection are the most important purchase considerations for EV drivers today. However, this consideration has decreased in importance since 2025, when it was the top consideration for close to 40% of respondents. In 2026, only about 30% of respondents ranked clean air and environmental protection as their top purchase consideration.

In the 'other' category, some respondents wrote that all of these considerations are important to them, and others listed availability of the vehicle, charging speed, efficiency, and reliability, among other important considerations.

Respondents who first acquired an EV in their household in 2020 or later (which includes 1,682 drivers) chose clean air/environmental protection as their most important consideration, but they were more likely to choose cost savings (19.8%) as their next most important purchase consideration, rather than driving range (19.6%). They also valued convenience (4.6%) slightly more than cutting-edge technology (4.4%).

Which purchase consideration is the single most important to you today?

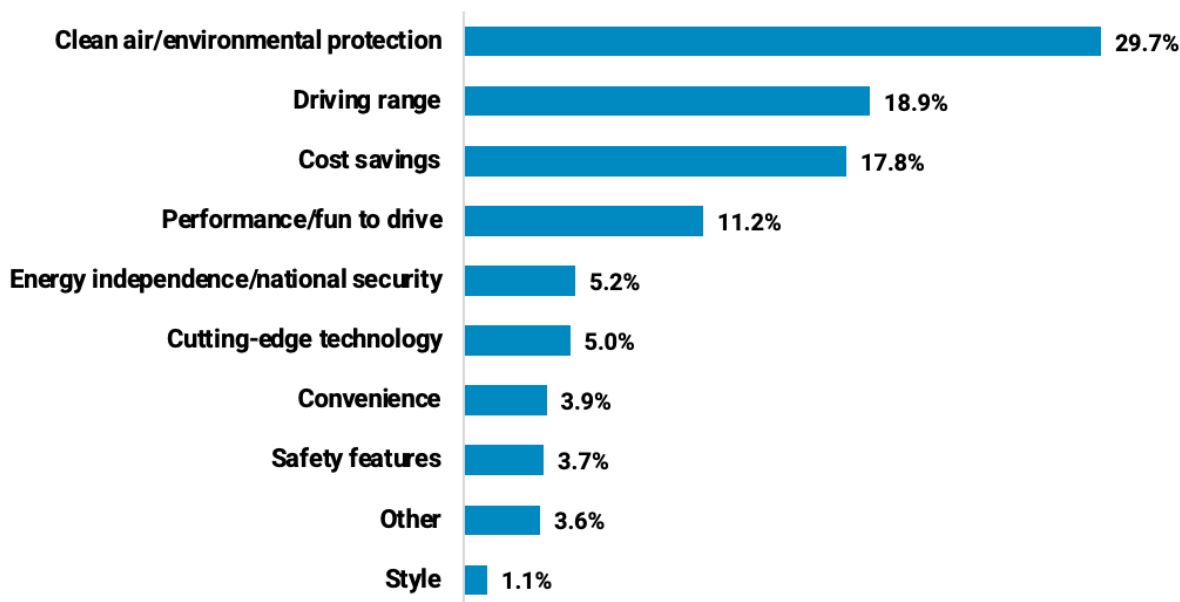


Figure 6: Which purchase consideration is the single most important to you today? (n = 3,371)

Among the 1,778 respondents with an annual household income of more than \$100,000, energy independence and national security were less important than cutting-edge technology and convenience. The 887 respondents with an annual household income of less than \$100,000 found cost savings and safety features more important in comparison to all survey respondents.

Female EV drivers (of whom there were 703 who answered this question) were also more likely to value safety, and it was the fifth-most important consideration for them. They were less likely to value cutting-edge technology.

887 respondents earning under \$100k valued cost savings and safety features more than respondents overall.

Respondents were also asked to rate each purchase consideration on a 5-point scale from 'not at all important' to 'very important.' While clean air/environmental protection is still crucial to drivers, more respondents considered safety features to be very important over driving range. Convenience, cost savings, cutting-edge technology, and style were likely to be ranked as 'somewhat important,' although many drivers did not consider them 'very important.' Energy

independence/national security was most likely to be ranked as ‘low importance’ or ‘not at all important,’ a similar result to last year.

Please rate the following considerations when choosing to drive an EV.

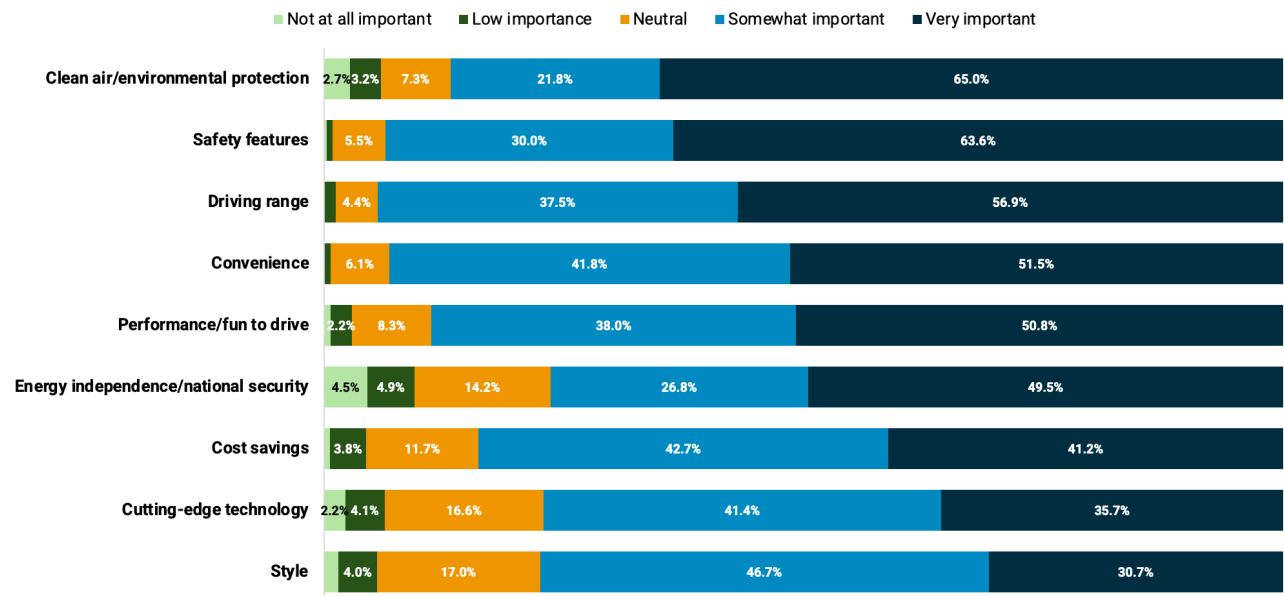


Figure 7: Please rate the following considerations when choosing to drive an EV. (n = 3,370)

Concerns around EVs

For people who are familiar with gas cars, switching to an electric vehicle often raises concerns. We asked respondents about their initial concerns when they decided to buy or lease an EV, and about their concerns now that they own or lease one. Concerns like battery range, public charging availability, and price are common among non-EV drivers and are often exacerbated by misinformation and disinformation. Our findings paint a clear picture of the real-life EV experience and demonstrate how these worries dissipate after switching to an electric vehicle for daily driving and becoming familiar with their vehicle.

Our 2026 EV driver respondents saw their concerns decline across every category after owning or leasing an EV. In addition, the number of EV drivers who had no concerns at all increased after experiencing one on a daily basis. Notably, this is an improvement from last year, when concerns about public charging reliability increased slightly after buying or leasing an EV.

Which of the following were/are you concerned about...

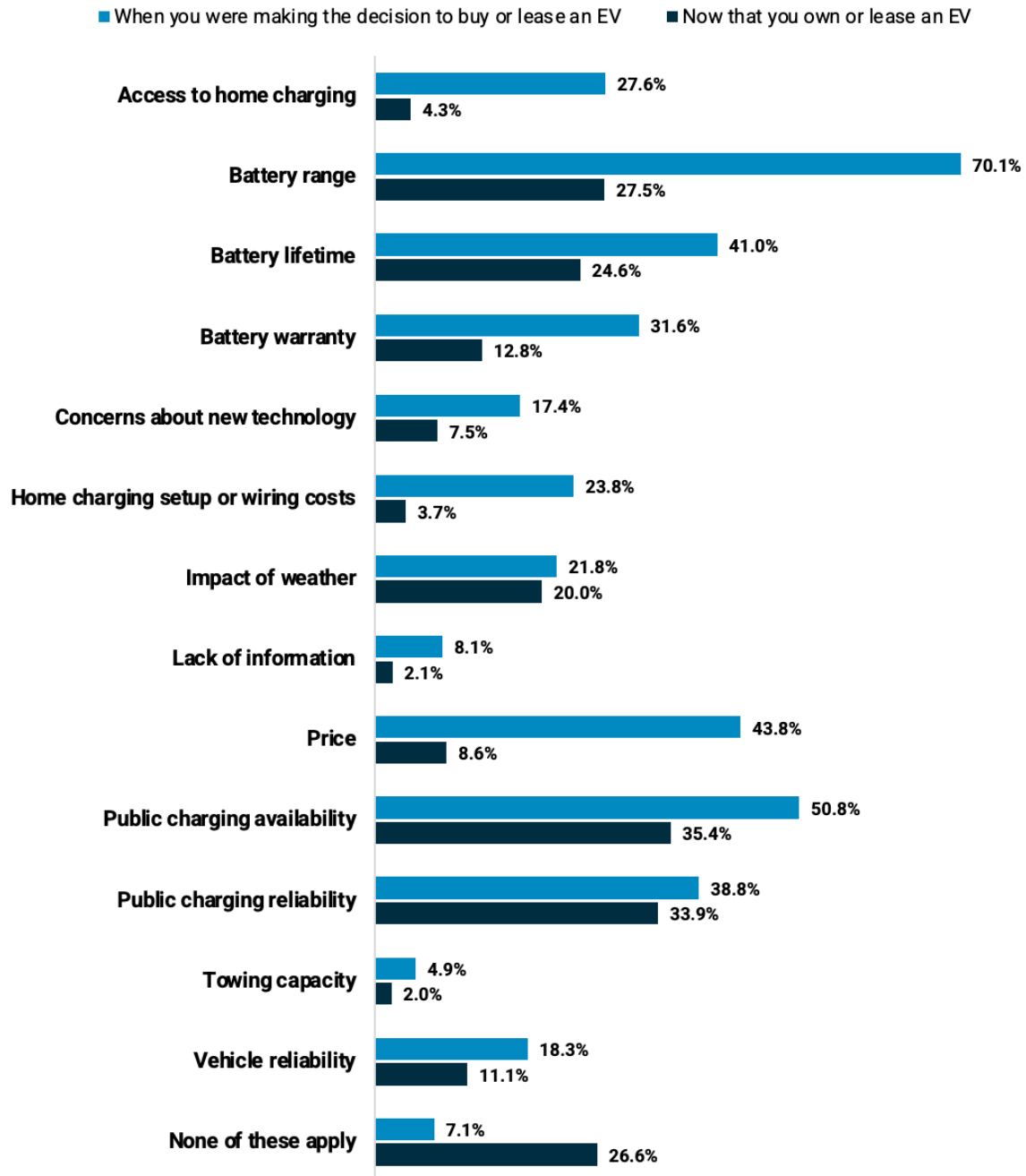


Figure 8: "Which of the following were/are you concerned about when you were making the decision to buy or lease an EV" compared to "Which of the following were/are you concerned about now that you own or lease an EV" (n = 3,555)

In 2026, the percentage of respondents concerned about battery range dropped by 42% (from 70.1% to 27.5%) after acquiring an EV. Concerns about price dropped from 43.8% to only 8.6%. Concerns about access to home charging dropped from 27.6% to 4.3%. Best of all, over one-quarter of respondents had no concerns at all after owning or leasing an EV.

Which of the following were you concerned about when you were making the decision to buy or lease an EV?

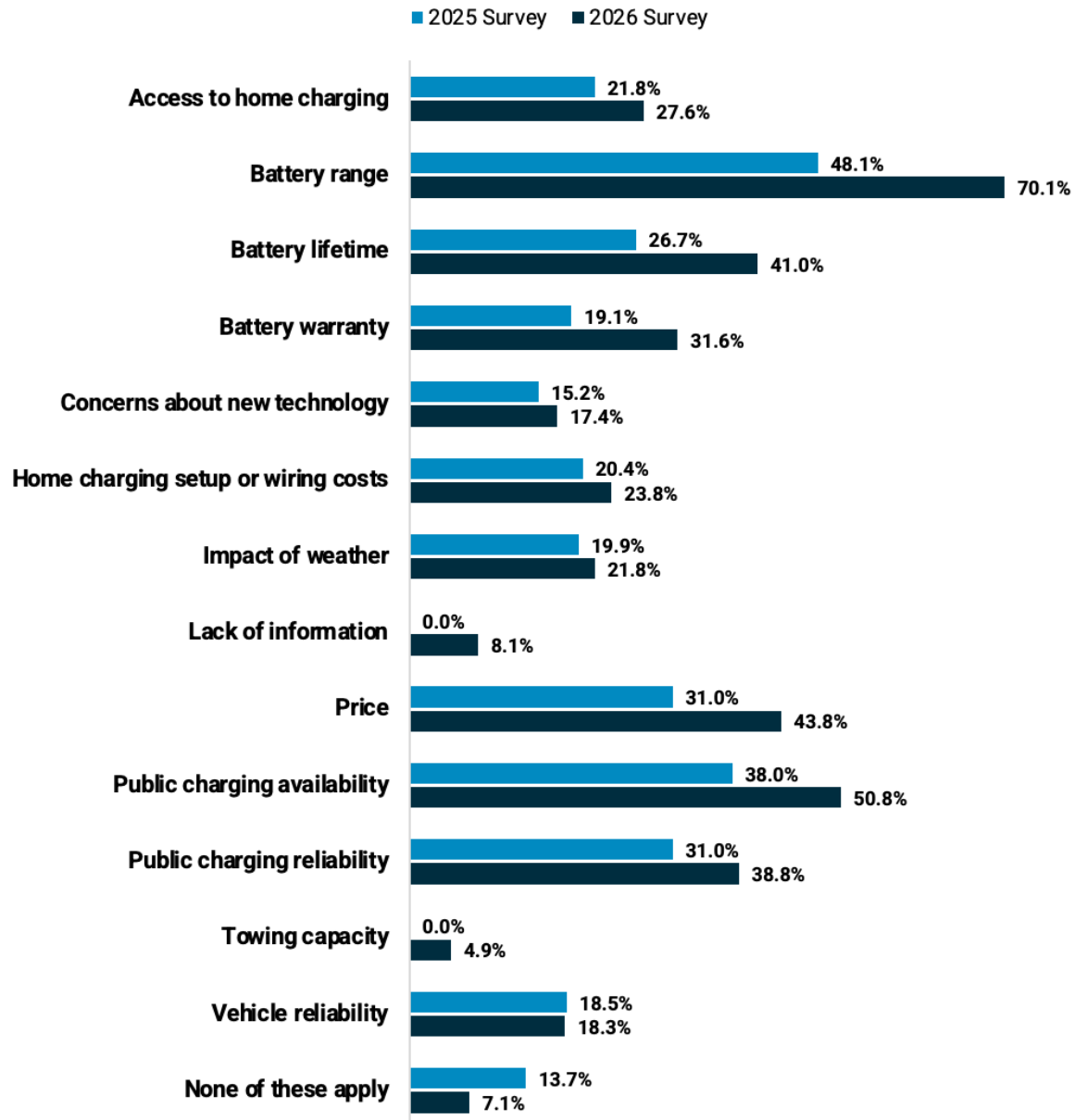


Figure 9: "Which of the following were/are you concerned about when you were making the decision to buy or lease an EV?" (2026 Survey) compared to "Which of the following were concerns for you at the time you bought or leased an EV?" (2025 Survey)

The graph above compares the concerns respondents reported when deciding to buy or lease an EV in the 2025 and 2026 surveys. Note that in 2025, this question had a slightly different wording, and it asked respondents about their concerns 'at the time you bought or leased an EV.' Most of the concerns have actually increased since last year, except for vehicle reliability. The options for 'lack of information' and 'towing capacity' were new in 2026 and not offered in the 2025 survey. Respondents indicated low levels of concern in these categories.

Which of the following are you concerned about now that you own or lease an EV?

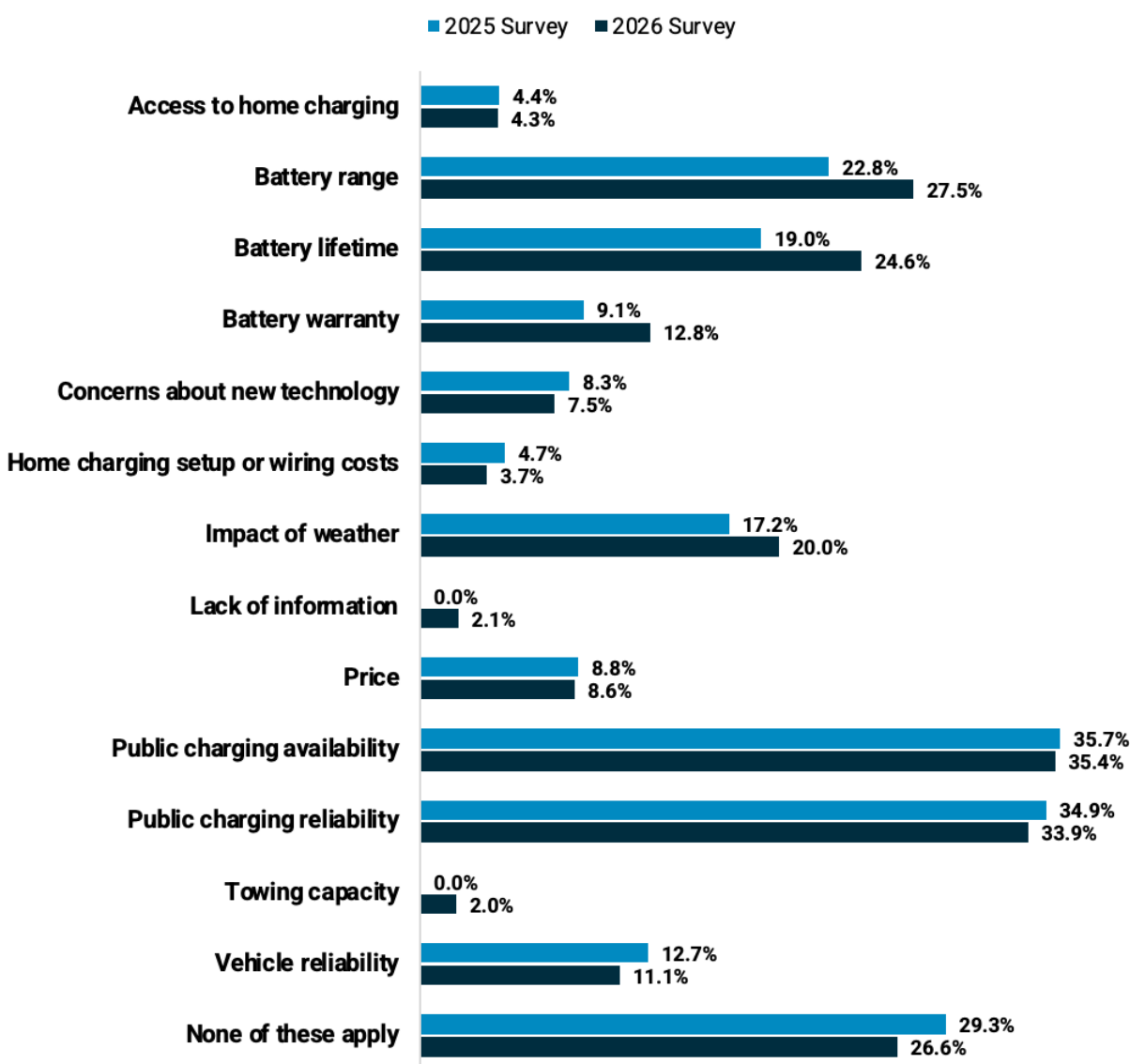


Figure 10: Which of the following are you concerned about now that you own or lease an EV? (Comparing results between the 2025 EV Driver survey and the 2026 EV Driver survey)

When comparing respondents’ concerns now that they own or lease an EV in 2026 versus 2025, we see a mixed response. Some concerns have decreased in 2026, like public charging availability, public charging reliability, concerns about new technology, and home charging setup or wiring costs. Concerns around public charging after experience with an EV continue to decrease each year. Some concerns have increased since 2025, like battery range, battery lifetime, and the impact of weather. Lack of information and towing capacity, which were new categories added this year, do not seem to cause much concern among respondents.

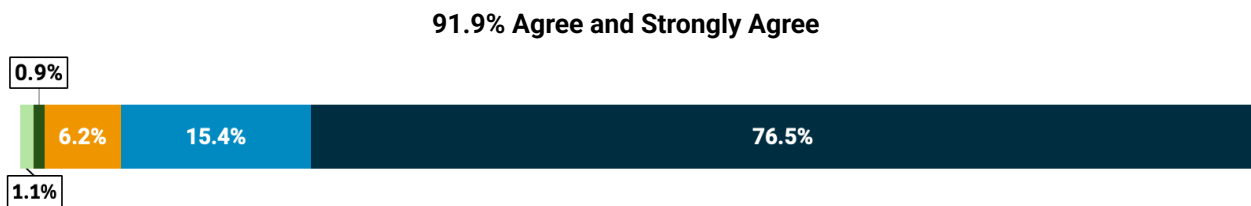
Satisfaction with EVs

New in 2026, we asked respondents to rate their agreement with a number of statements on a 5-point scale from ‘strongly disagree’ to ‘strongly agree.’ The results show that nearly all EV driver respondents are satisfied with their EV experience. In almost every single category, a majority of respondents strongly agreed with the positive EV statement. For example, 96.8% of respondents agree that they feel safe driving their EV, and 95% agree that their EV is convenient.

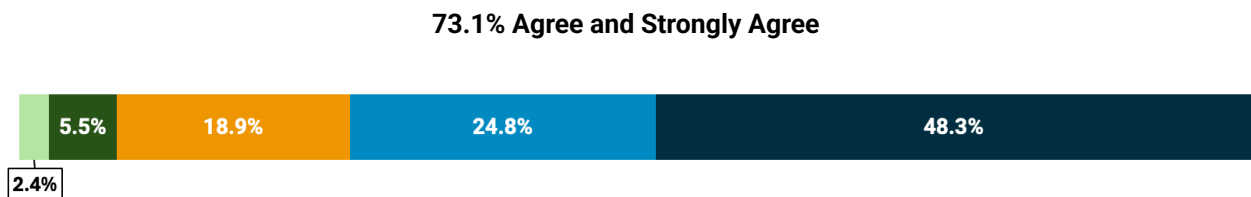
Thinking about the EV that you drive the most, how much do you agree with the following statements?

Strongly disagree Disagree Neutral Agree Strongly agree

My EV is more fun to drive than a gas car.



I enjoy road trips in my EV.



Strongly disagree Disagree Neutral Agree Strongly agree

I save money by driving an EV.

91% Agree and Strongly Agree



My EV is easier to maintain than a gas car.

95.8% Agree and Strongly Agree



My EV is cheaper to fuel than a gas car.

94.8% Agree and Strongly Agree



My EV is convenient.

95% Agree and Strongly Agree



Strongly disagree Disagree Neutral Agree Strongly agree

I find my EV to be more convenient than a gas car for daily driving.

87.8% Agree and Strongly Agree



My EV is reliable.

94.6% Agree and Strongly Agree



I find my EV to be more reliable than a gas car.

73.2% Agree and Strongly Agree



I feel safe driving my EV.

96.8% Agree and Strongly Agree



I feel safer driving my EV than driving a gas car.

65.2% Agree and Strongly Agree

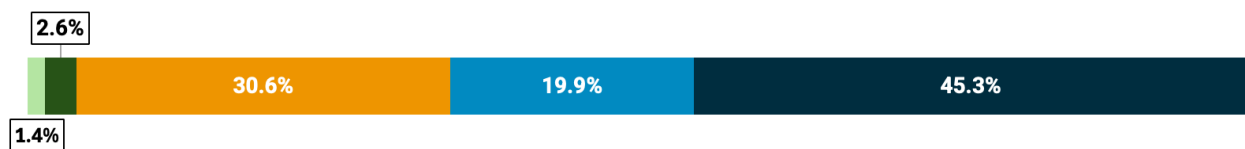
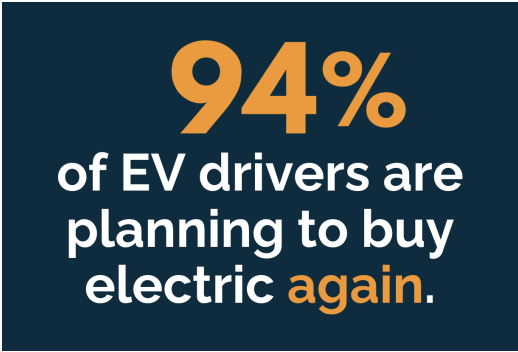


Figure 11: Thinking about the EV that you drive the most, how much do you agree with the following statements? (n = 3559)

A vast majority of respondents find their EV to be reliable, more convenient than a gas car for daily driving, cheaper to fuel than a gas car, and more fun to drive than a gas car. 65% of respondents feel safer driving their EV than driving a gas car, and 73% find their EV to be more reliable than a gas car. Less than 5% of respondents found their EV less reliable than a gas car. 73% enjoy road trips in an EV. In almost every category, respondents were more likely to be neutral than to disagree with the statement. The percentage of drivers who strongly disagreed with each statement never rose above 2.5%.

Will their next vehicle be an EV?



94%
of EV drivers are
planning to buy
electric **again**.

EV drivers are highly satisfied with their vehicles, as evidenced by their confidence that their next vehicle will be an EV. In 2024, just under 90% of EV driver respondents said that it is likely or very likely that their next vehicle will be an EV, and in 2025, this number increased to 91.8%. In 2026, 94.3% of EV driver respondents reported that they are likely or very likely to acquire an EV for their next vehicle. This trend shows growing drivetrain loyalty year over year and indicates that EV drivers are becoming even more

confident and satisfied with their vehicles. There has also been an increase in the respondents who are very likely to acquire an EV for their next vehicle, from 76.1% in 2025 to 86.6% in 2026.

195 respondents said that it was uncertain, unlikely, or not at all likely that their next vehicle would be an EV. Close to 90% of these drivers have access to charging at home, which is a slightly lower proportion than the general survey population. 85.8% of them have only one all-electric car or truck in their household, and 77.9% of them have at least one gas or diesel vehicle in their household.

What is the likelihood that your next vehicle will be an EV?

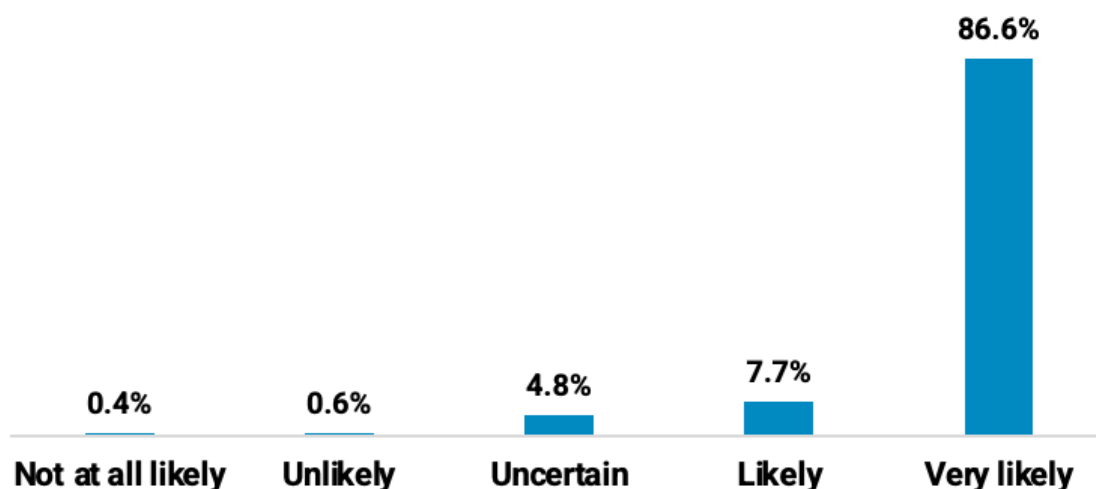


Figure 12: What is the likelihood that your next vehicle will be an EV? (n = 3,370)

Of the 1,846 respondents to this question who first acquired an EV in their household in 2020 or earlier, 96.7% said it is likely or very likely that their next vehicle will be an EV, indicating a higher confidence level than the general population of EV drivers. Among the 1,520 drivers who first acquired an EV in their household after 2020, 91.2% are likely or very likely to get an EV as their next vehicle. This indicates that the longer drivers have been driving electric, the more likely they are to choose an EV for their next vehicle.

Tesla drivers were more confident than the general population, with 96.6% of respondents indicating that they are likely or very likely to choose an EV for their next vehicle.

Since it might take a number of years for respondents to replace their primary EV with another vehicle, we wanted to see whether the pattern held if the respondent needed to replace their EV right now. 89.8% of respondents would choose another EV if they needed to replace their current EV immediately, indicating high overall satisfaction with EVs. 5.5% of respondents would choose a plug-in hybrid, which means that 95.3% of respondents would choose an electric vehicle again if they had to replace their vehicle. Only 0.5% of respondents would choose a gas car in this scenario. This question underscores the overwhelming satisfaction drivers have with EVs, even without the federal tax credit.

If you were replacing your EV right now, what would you buy or lease?

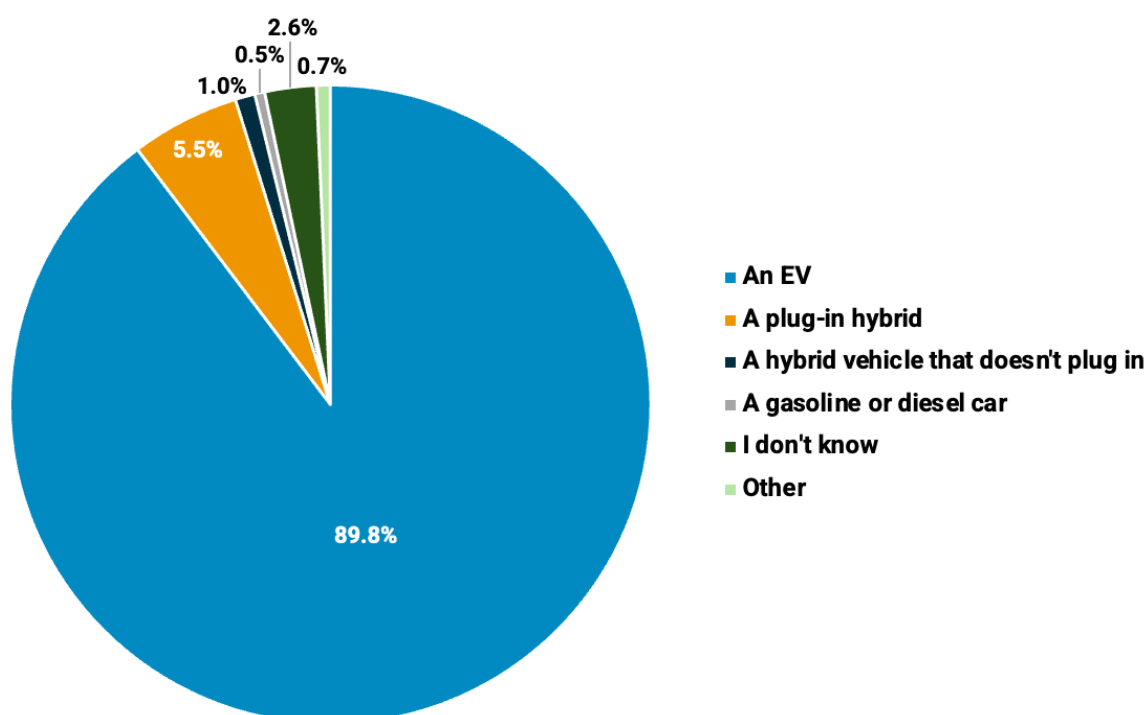


Figure 13: If you were replacing your EV right now, what would you buy or lease? (n = 3,375)

Incentives

96.3% of EV driver respondents in 2026 have taken advantage of incentives. Inexpensive home charging remains the most popular incentive for EV drivers. 71.9% of survey respondents used the federal EV tax credit, which is an increase from 2025. Some of our respondents may have been incentivized to use the tax credit because it was expiring. A greater percentage of respondents (54.6%) use free charging at select public locations in comparison to last year. 21.6% of respondents used a utility rebate for a charging station or EV. Only 3.7% of EV driver respondents have not used any incentives at all, highlighting the importance and value of federal, state, and utility incentives to EV drivers.

72.7% of respondents take advantage of inexpensive home charging as an incentive. Looking at these respondents specifically, 89.6% of them live in a single-family house, while 9.4% live in a multifamily home. 94.5% of these respondents own their residence, and 4.2% rent it. Respondents were able to take advantage of inexpensive home charging even if they are renters or if they live in multifamily housing.

Which of the following incentives have you used as an EV driver?

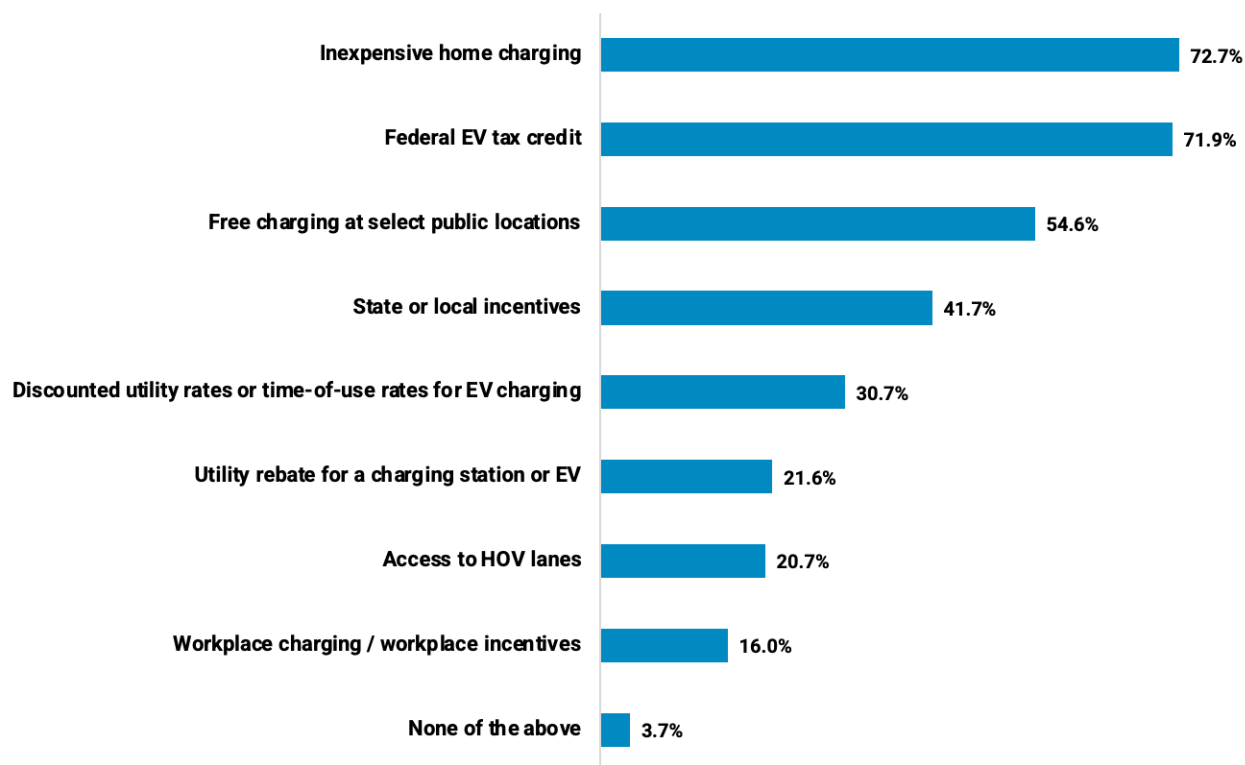


Figure 14: Which of the following incentives have you used as an EV driver? (n = 2,610)

There was an increase in the number of respondents who use workplace charging or workplace incentives compared to last year, when 14.1% reported using them. Inexpensive home charging is still a major benefit to EV drivers, even though it doesn't require traditional monetary incentives from federal or state governments. 41.7% of drivers used state or local incentives, up from 33.7% last year. Utilization of utility rebates and discounted utility rates also increased from 2025, showing that local incentives are increasing in popularity and uptake.

CHARGING

Home charging

The vast majority of EV drivers (93.9% of respondents) can charge at home and have a dedicated charger for their household. An additional 1.5% have access to shared charging at their building. 9.4% of respondents who have access to home charging also live in a multifamily building, and 4.8% of respondents with access to home charging are renters. 2026 was the first year we distinguished between private and shared charging, and it looks like shared charging arrangements are uncommon.

When charging your primary EV, what type of home charger do you use?

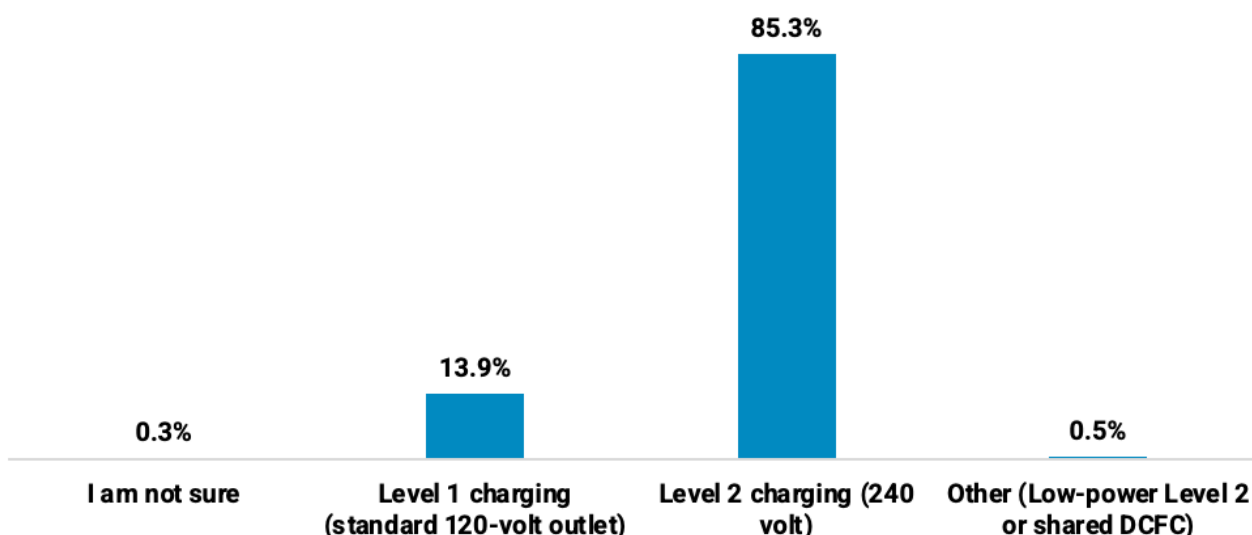


Figure 15: What type of home charger do you use? (n = 3,352)

Of the respondents who charge at home, 85.3% of drivers use Level 2 charging, which remains the most popular option by far. 13.9% of respondents use Level 1 charging. We added an option for another type of charger, including low-power Level 2 or shared DC fast charging (DCFC), but only 0.5% of respondents selected this option.

EV driver respondents with home charging access charge their vehicles at home frequently, but not necessarily every day. 41% charge at home a few days per week, and 31.1% charge at home daily. We added the option for 'a few days per week' in 2026, which turned out to be the most popular schedule. Most respondents do not need to charge their vehicle every day, but very few charge it monthly or rarely. Charging at home a few days per week seems to be the ideal schedule for many EV driver respondents.

Most EV drivers don't charge every day. EVs provide enough range that most drivers plug in at home a few days a week, or even weekly.

How often do you charge at home?

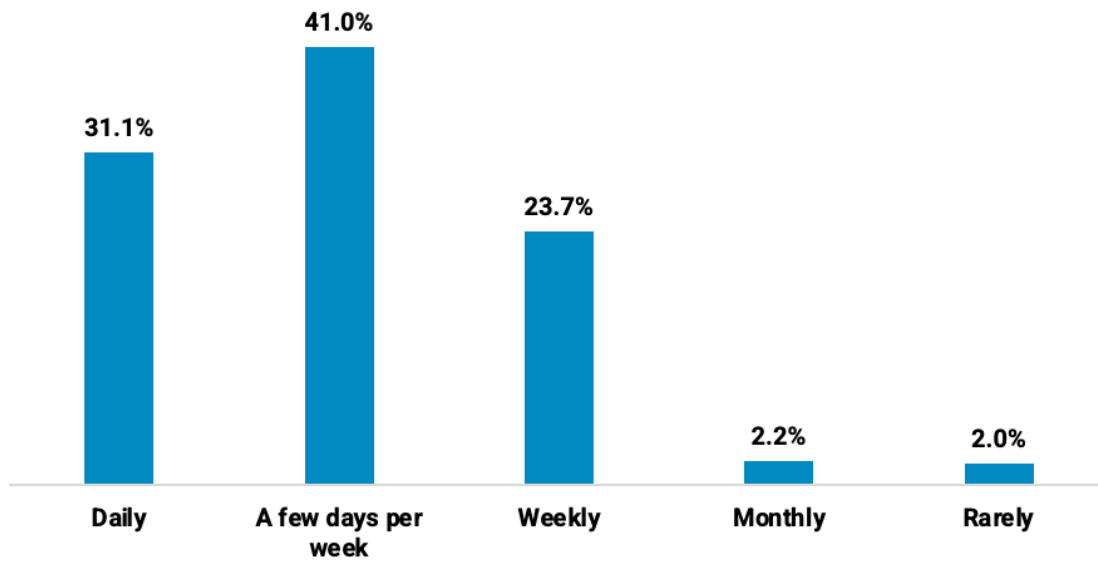


Figure 16: How often do you charge at home? (n = 3,357)

When asked what time of day they typically charge at home, almost 60% of respondents report charging overnight. 13% of respondents charge in the evening, and very few charge in the morning. 7.5% of respondents frequently charge in the afternoon.

Many modern EVs offer drivers the ability to schedule vehicle charging. In 2026, over half of EV drivers use this feature, of which 31.7% use it all of the time.

In addition, many electric utilities offer programs that provide discounted electricity rates to EV drivers for charging their vehicles during specified times or for allowing the utility to control when the EV charges. These programs help drivers save money by incentivizing charging at off-peak times while helping utilities balance load and increase electric system efficiency.

We asked respondents if they were willing to adjust the hours they charge at home to receive discounted electricity rates. If they said yes, we also asked which discount option they preferred. 14.3% of respondents would be willing to change their charging hours for a discount of at least 30%, and 12.7% would be willing to for a discount of at least 20%. 61.7% of respondents would be willing to adjust the hours they charge for any discount. In total, 88.7% of respondents in 2026 were interested in this kind of utility program. Interest in this type of program has increased since 2025, when 79.9% of responders were willing to participate in it. Since many EV drivers do not need to charge every day to meet their driving needs, they can be flexible about when they charge. EV drivers have a strong interest in receiving discounted electricity rates, and many do not have a preference for the actual amount of the discount.

As a new question for 2026, we asked whether respondents would allow their utility to control the charging of their EV and potentially stop charging for up to an hour to receive discounted electricity rates. Respondents were less interested in this program, with only 33.8% saying they would participate in it for any discount. 19.1% of respondents said that they would participate in this program for a discount of at least 30%, and 15.3% would participate for a discount of at least 20%. 22.9% of respondents would not want to participate in this program at all.

Would you allow your utility to control the charging of your EV and potentially stop charging for up to an hour to receive discounted electricity rates?	
Yes, for a discount of at least 30%	19.1%
Yes, for a discount of at least 20%	15.3%
Yes, for any discount	33.8%
No, I would not want to participate in this program at all.	22.9%
I don't know	8.9%

Figure 17: Would you allow your utility to control the charging of your EV and potentially stop charging for up to an hour to receive discounted electricity rates? (n = 3,356)

38.7% of respondents reported that their local utility offers special rates for home EV charging. Of this group, only 23.8% of respondents use these special rates. These results are in line with last year's. 42.3% of respondents reported that their local utility does not offer these special rates, and 19% of respondents do not know whether their utility does. These results demonstrate an opportunity for utilities to provide education and outreach to customers about new and existing programs.

We also asked respondents who reported that their utility offers special rates to explain why they don't take advantage of these rates. Many respondents said that the cost of setting up the program is too expensive and complicated. Some did not have a compatible vehicle or a compatible home charger. Some used too little electricity per month to see a significant savings difference. Other drivers use solar panels to charge their EVs, and may not be able to participate in their utility's program. The upfront cost and time to set up the program are not worth the savings for many EV driver respondents.

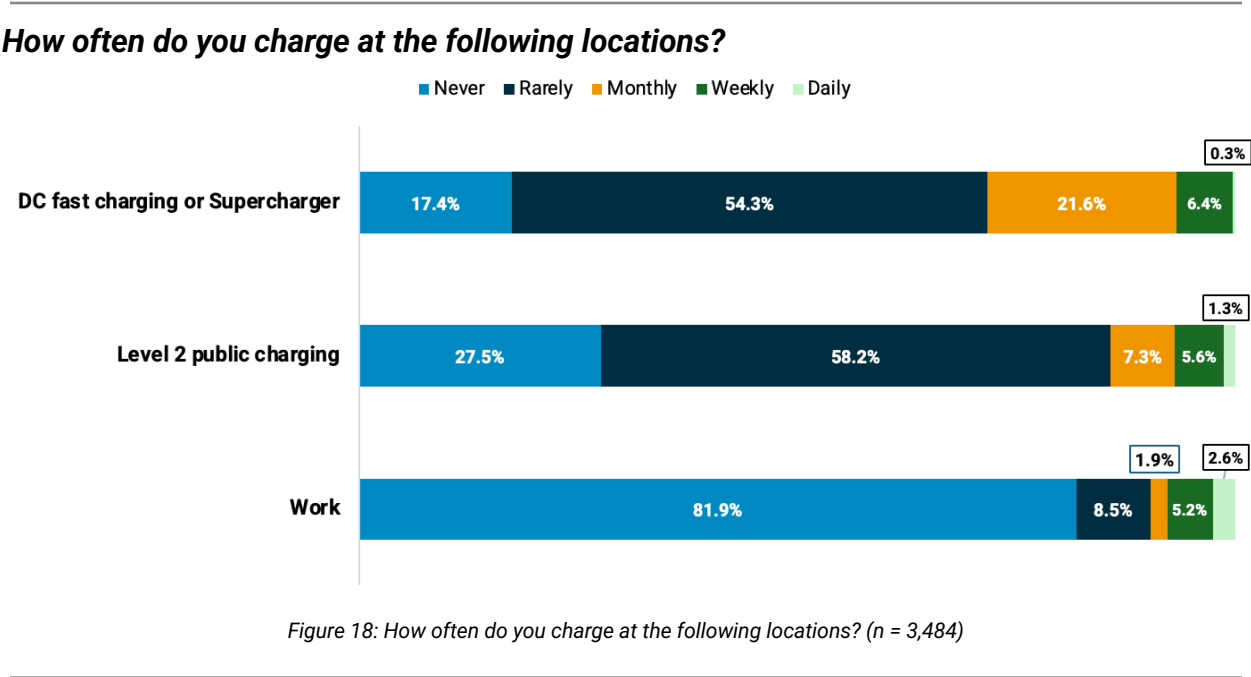
Charging away from home

While the vast majority of survey respondents rely primarily on home charging, EV drivers charge in many places other than at home, including public fast chargers, public Level 2 chargers, and at work. Respondents were most likely to use DC fast charging or Superchargers

when not charging at home, with 28.3% using fast charging at least monthly. 54.3% of respondents rarely use fast charging.

58.2% of respondents said they use Level 2 public charging rarely, and 14.2% use it at least monthly. Since almost 94% of our respondents can charge at home, these drivers rely heavily on home charging and most likely only use public charging for road trips.

Work was the least popular location to charge, with 81.9% of respondents never charging at work. 18.2% of respondents use it at least rarely. The percentage of respondents who charge at work at least rarely has decreased since the 2025 survey, from 25.4% in 2025 to 18.2% in 2026. Many of the respondents in 2026 are retired and do not have a physical workplace.



162 survey respondents do not have access to EV charging at home. Although this demographic is not statistically significant, it is still worth looking at their public charging habits specifically. Respondents without home charging are most likely to use Level 2 public charging, with 36.2% saying they use it weekly. Most respondents use DC fast charging at least rarely, but only a few charge at work. In all cases, no more than 5% of respondents without home charging use other charging locations daily. This demonstrates that the majority of these drivers do not need to find charging every single day.

Among respondents who do not have access to EV charging at home, 86.6% were likely or very likely to choose an EV for their next vehicle. This is a lower likelihood than the general population, but it still indicates a high level of satisfaction with EVs.

How often do you charge at the following locations?					
	Never	Rarely	Monthly	Weekly	Daily
Work	60.3%	9.2%	5.0%	20.6%	5.0%
Level 2 public charging	9.2%	32.2%	17.8%	36.2%	4.6%
DC fast charging or Supercharger	16.1%	21.3%	26.5%	34.2%	1.9%

Figure 19: How often do you charge at the following locations (among respondents without access to home charging) (n = 155)

In past surveys, we have asked respondents if they have a public fast charger within 5 miles of their home. This year, we asked for the specific number of miles between a respondent’s home and the nearest public fast charging station that is compatible with their vehicle. This question helps us to measure how accessible road trips and rural driving are once respondents leave their city or town. 67.7% of respondents said that there is a compatible fast charger within 5 miles, which is an improvement over the 2025 survey, when 64.6% of respondents said the same.

How far from your home is the nearest public fast charging station that is compatible with your vehicle?

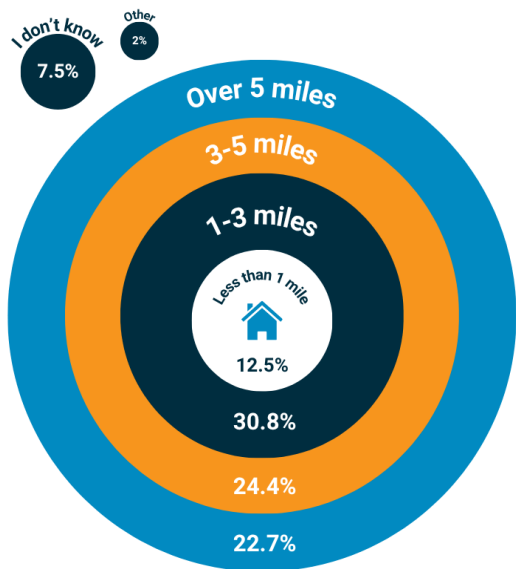


Figure 20: How far from your home is the nearest public fast charging station that is compatible with your vehicle? (n = 3,469)

43.3% of respondents have access to fast charging within 3 miles of home. This is a meaningful finding that gives us more granular detail than last year’s results. However, 22.7% of respondents need to drive over 5 miles to reach a fast charger, which is not very accessible for road trips or other activities. 2% of respondents wrote in their own response,

with many reporting that their vehicle is not compatible with fast charging.

EV drivers normally drive to fast charging locations, but many drivers (especially those who don't have access to home charging) need to walk to Level 2 charging stations, which are often located in the city or town. Our results in 2026 are the same as in 2025: more than 66% of respondents do not have a public Level 2 charger within walking distance, and only 24.2% reported having one. It can be a frustrating scenario when EV drivers don't have access to home charging and would need to walk a great distance to access a public Level 2 charger (if they charge their car there overnight, for instance). This lack of access can discourage EV adoption, particularly in multifamily housing communities.

Do you have a public Level 2 charger within walking distance of your home (not counting any home charging you may have)?

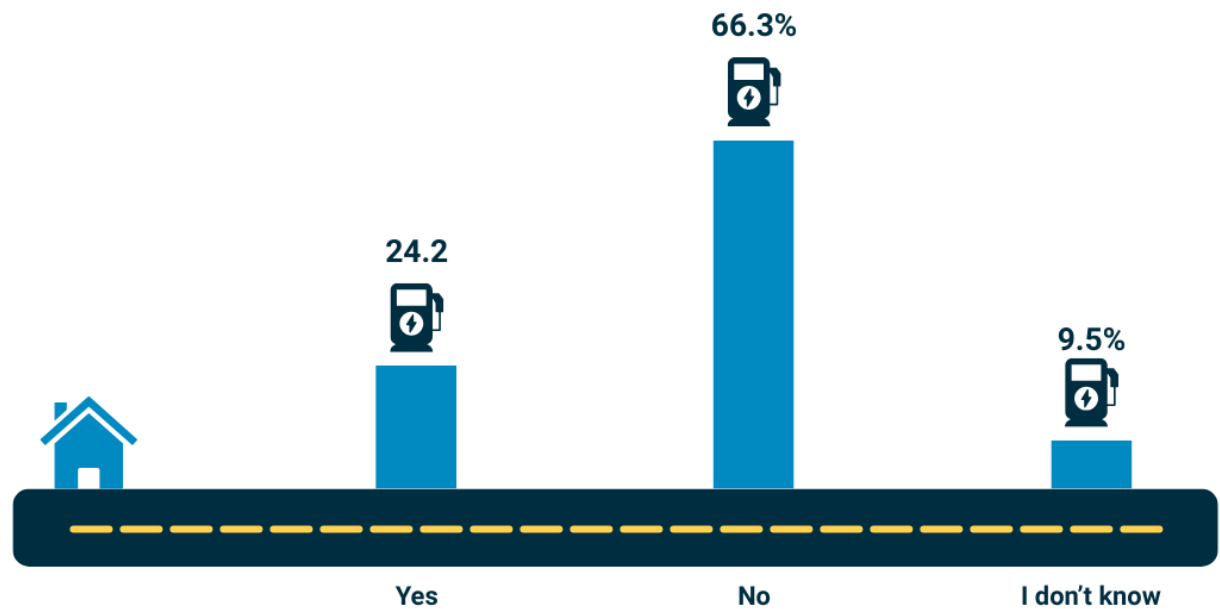


Figure 21: Do you have a public Level 2 charger within walking distance from your home residence? (n =3,470)

This year, the Tesla Supercharger Network was the most used DC fast charging network among respondents, with 30.2% of drivers stating they use it most often with a Tesla vehicle, and another 12.8% of respondents (up from 7.5% last year) using the Supercharger Network with a non-Tesla vehicle. Regular use of the Tesla Supercharger Network with a non-Tesla vehicle has increased since 2025. More non-Tesla vehicles are using adapters or “Magic Docks” to access this widespread network. Electrify America was a close second despite having about one-sixth of the number of ports in its network. 27.5% of respondents primarily use Electrify America in

2026, compared to 34.4% of respondents in 2025. The Ionna network is small, but the number of respondents who primarily use it has grown by thirteen times since last year’s survey. In addition, 3.2% of respondents used another network that was not listed, highlighting the diversity of charging options.

We asked respondents if they had ever used an adapter and what their experience was. Many respondents received an adapter from their vehicle manufacturer, and most respondents have had no issues with using an adapter. Drivers can use adapters to charge on the Tesla Supercharger Network with a non-Tesla vehicle or to charge a Tesla vehicle on another network.

Which single DC fast charging network do you most often use?

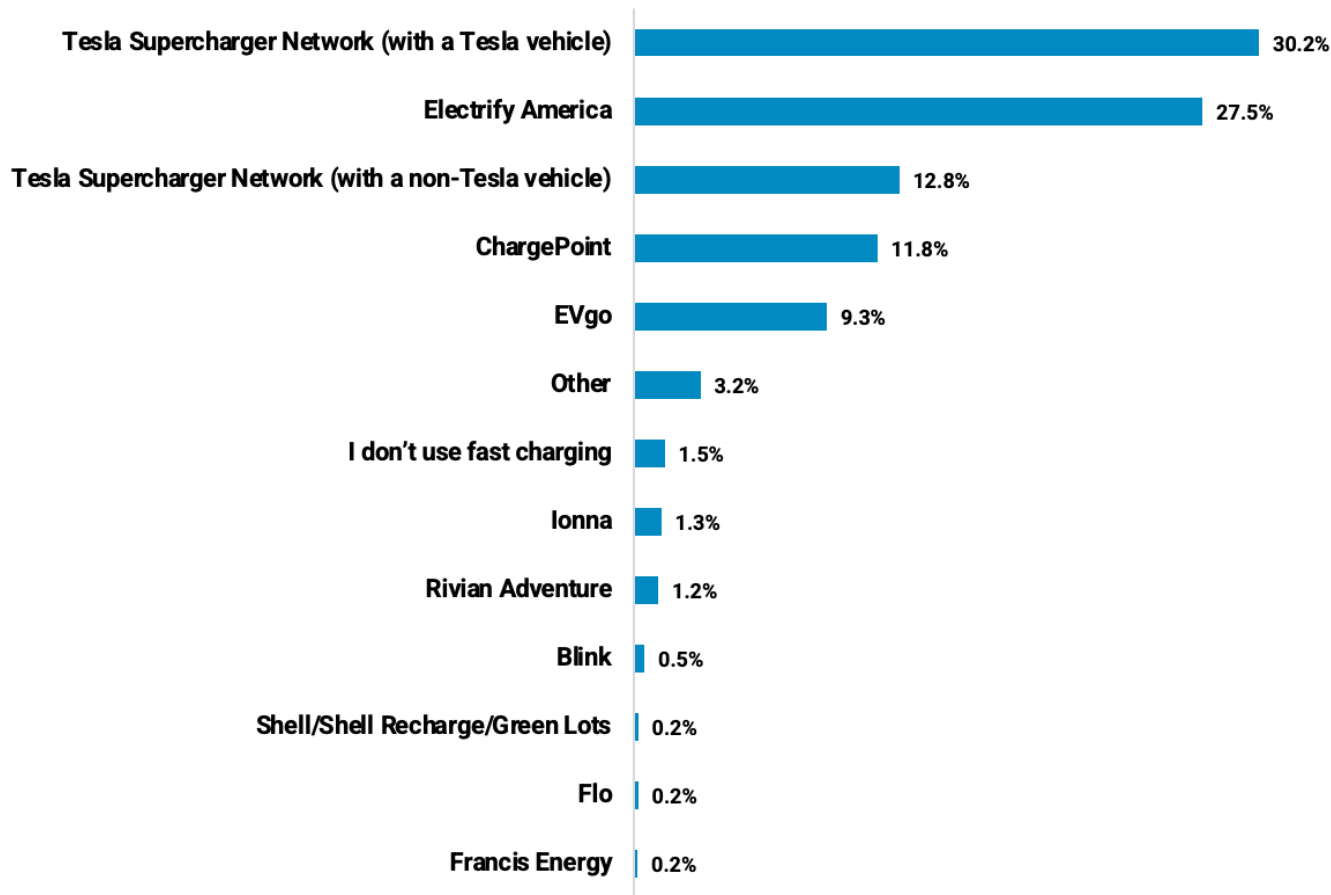


Figure 22: Which single DC fast charging network do you most often use? (n = 2,862)

We compared the issues that some drivers experience while using fast charging between the Tesla network and other networks. Drivers who use the Tesla network most often report fewer

concerns overall, and almost 40% of them did not experience any of these common issues over the past year. The percentage of drivers who use networks other than Tesla and report that chargers have been non-functional or broken has decreased by almost 10% from 62% in 2025 to 52.4% in 2026. Fewer respondents report that the charging cost is too high in 2026, compared to about 35% of respondents in 2025. Tesla network users are more likely to be satisfied with the amenities available at charging locations this year. Under the 'Other' option, some drivers reported that chargers were inaccessible to wheelchair users, the charging cable was too short, and they had trouble initiating a charge through an app. Overall, concerns with fast charging have generally decreased among respondents in 2026.

Have you experienced any of the following at your most used DC fast charging network over the past year?

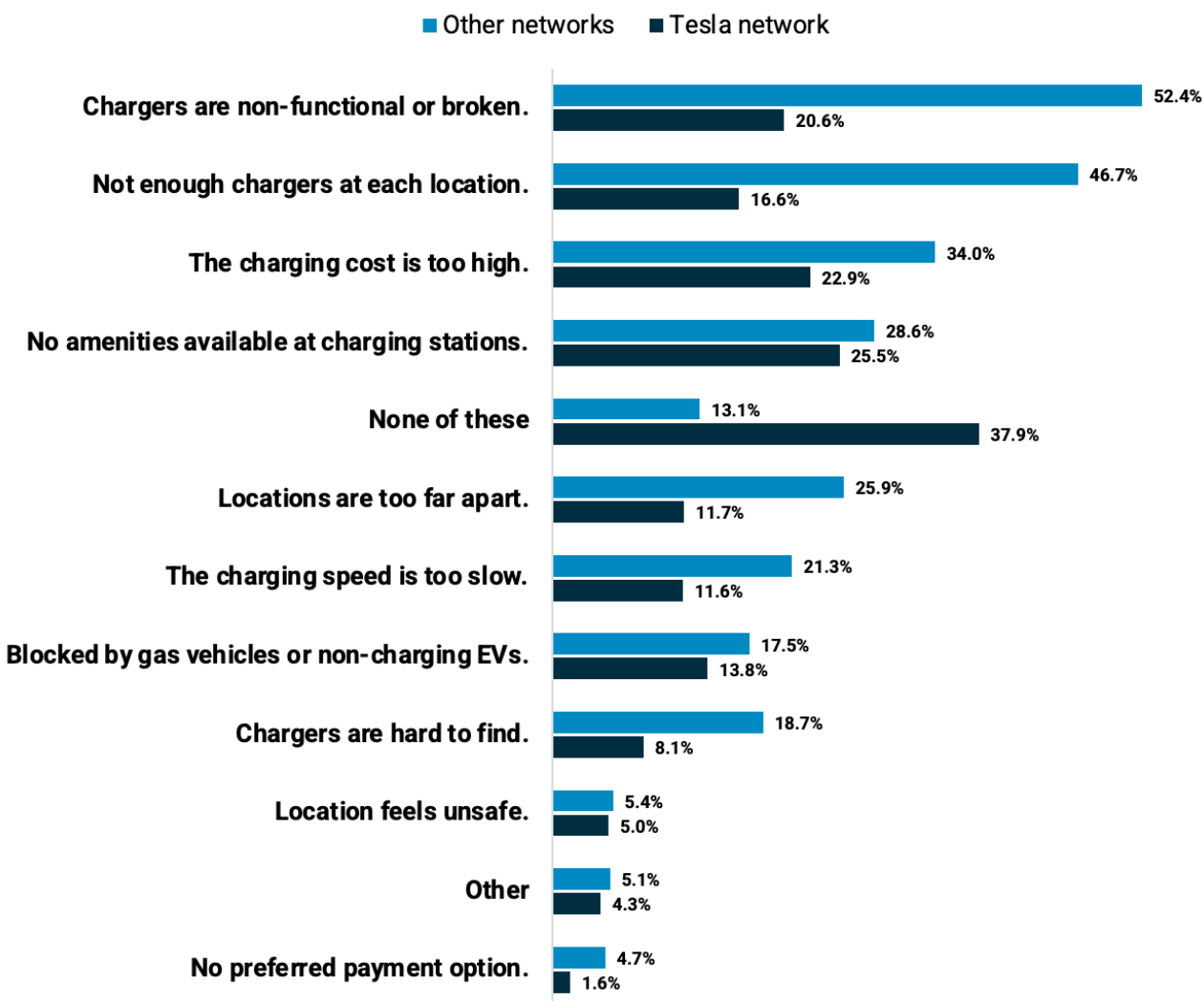


Figure 23: Have you experienced any of the following at your most used fast charging network over the past year? (Tesla network: n = 1,232, Other networks: n = 1,630)

BUYING OR LEASING AN EV

The purchase/lease process

Overall, 70.2% of 2026 EV driver respondents acquired their primary EV from a dealership. 26.1% of respondents in 2026 acquired their vehicle directly from the manufacturer, which is a slight increase from 25.2% in 2025.

In 2026, 2.2% of respondents used a private seller or third-party sale. A number of respondents used other methods, including Carvana and Hertz.

Respondents who acquired their primary EV within the last 2 years were more likely to acquire their vehicle from a dealership than drivers who bought their EV prior to 2024, with 75.9% doing so. They were less likely to acquire a vehicle directly from the manufacturer.

One possible explanation for this trend is that there are more EV choices from legacy automakers today, which could lead to more sales at franchised dealers.

Of the respondents who have had their vehicles for three years to five years, 66.1% acquired their vehicle from a dealership, and 30.1% acquired it directly from the manufacturer.

Only 60.4% of respondents who acquired their primary EV six years ago or longer got it from a dealership, and 34.9% of these respondents got it directly from the manufacturer. Based on these results, we are seeing growth in the percentage of drivers buying their EVs from dealerships.

Respondents who acquired their vehicle from a dealership were asked to rate their satisfaction with various steps in the EV purchase or lease process on a five-point scale from 'very dissatisfied' to 'very satisfied.' Satisfaction was highest with the delivery of the vehicle, with 80.6% of respondents reporting they were satisfied or very satisfied in this aspect.

Only 51% of respondents were satisfied or very satisfied with negotiating the purchase price and financing terms. A slightly larger number of respondents were satisfied with the post-delivery support and service.

79.9% of respondents were satisfied or very satisfied with finding the information needed to buy or lease an EV. Overall, a majority of respondents are satisfied with each step in the EV buying/leasing process.

Percentage of respondents satisfied or very satisfied with the following steps in the EV buying/leasing experience for their primary EV (asked of respondents who acquired their primary EV from a dealership)

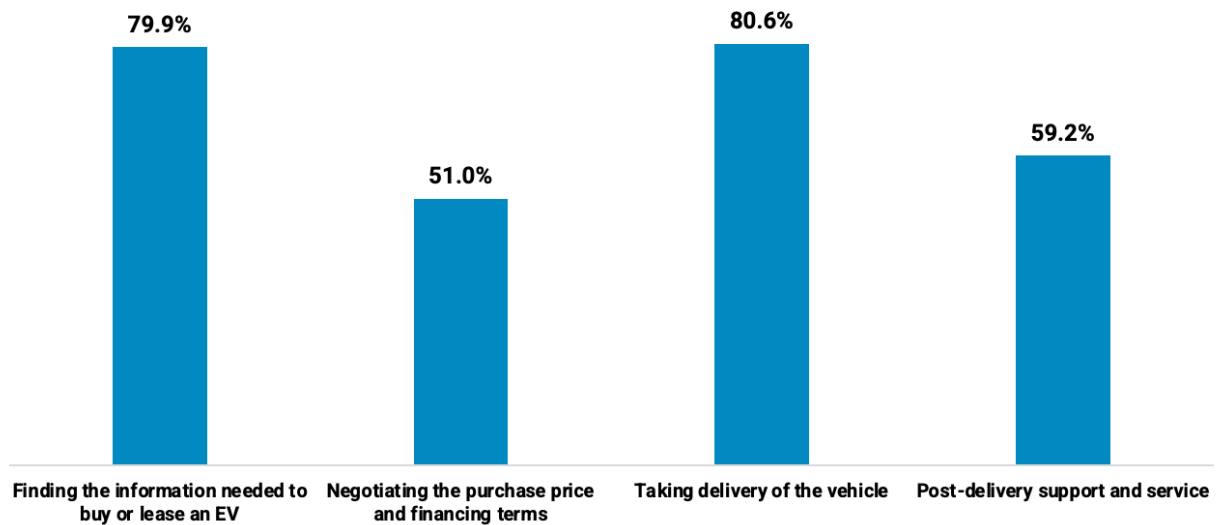


Figure 24: Percentage of respondents who answered that they were either satisfied or very satisfied with each of the above steps in the buying/leasing experience for their primary EV (asked of respondents who acquired their primary EV from a dealership) (n = 2545)

Pre-purchase/lease research

Online research is crucial for most EV drivers before they acquire their vehicle. First-time EV drivers might want to know the basics of charging, available incentives, testimonials from other EV drivers, safety ratings, and much more.

When asked which online services they have utilized in researching EVs, 65.9% of respondents chose automaker websites, which is once again the most commonly used online information source. However, the percentage of drivers who use this source has decreased from 73% in 2025. EV-specific websites or forums were the next most popular in 2026, with 64.5% of respondents using them, and they have increased in popularity from 2025. YouTube has increased in popularity, with 52.5% of 2026 respondents using it for research.

32.8% of respondents have used Plug In America or PlugStar to research EVs, which has increased slightly since last year. Government websites have decreased in use from 17.7% in 2025 to 15.3% in 2026. In terms of social media sites, YouTube and Reddit are more commonly used than Facebook, X/Twitter, Instagram, Bluesky, TikTok, Threads, and Snapchat.

Which online services have you utilized in researching EVs?

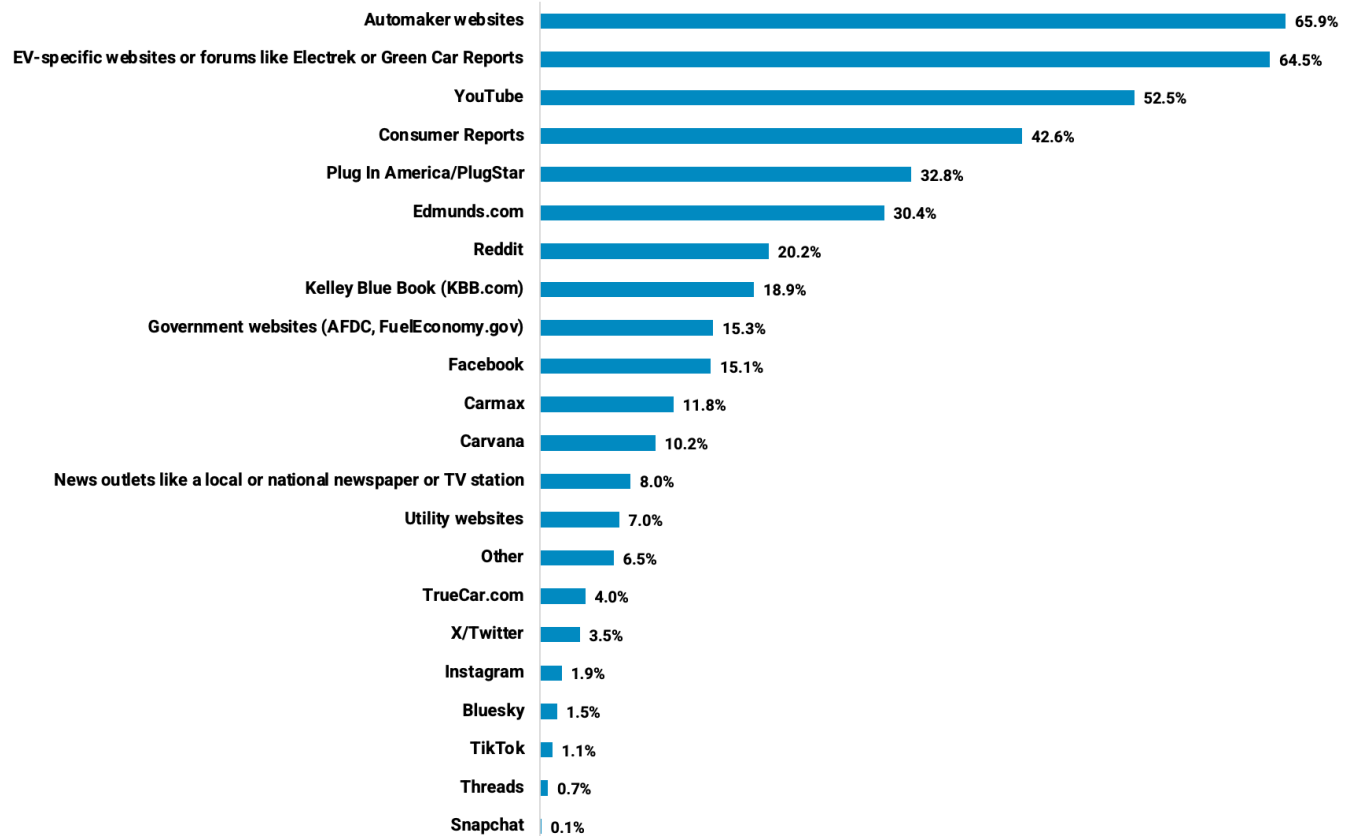


Figure 25: Which online services have you utilized in researching EVs? (n = 3,333)

In contrast to the online sources drivers have actually used, we also asked respondents to select the top three information resources that they consider most useful. EV-specific websites or forums are considered most useful to 80.8% of respondents, consistent with previous years.

Video reviewers on sites like YouTube were useful to 41.2% of respondents, down from 45.9% last year. Nonprofit organizations were useful to 35.5% of respondents, an increase from last year.

Respondents are less likely to consider automakers a useful source of information in 2026 than in 2025. Friends, family, and ride-and-drive events are important to many respondents, though they are not the most crucial information sources.

Select the top three information resources that you consider most useful.

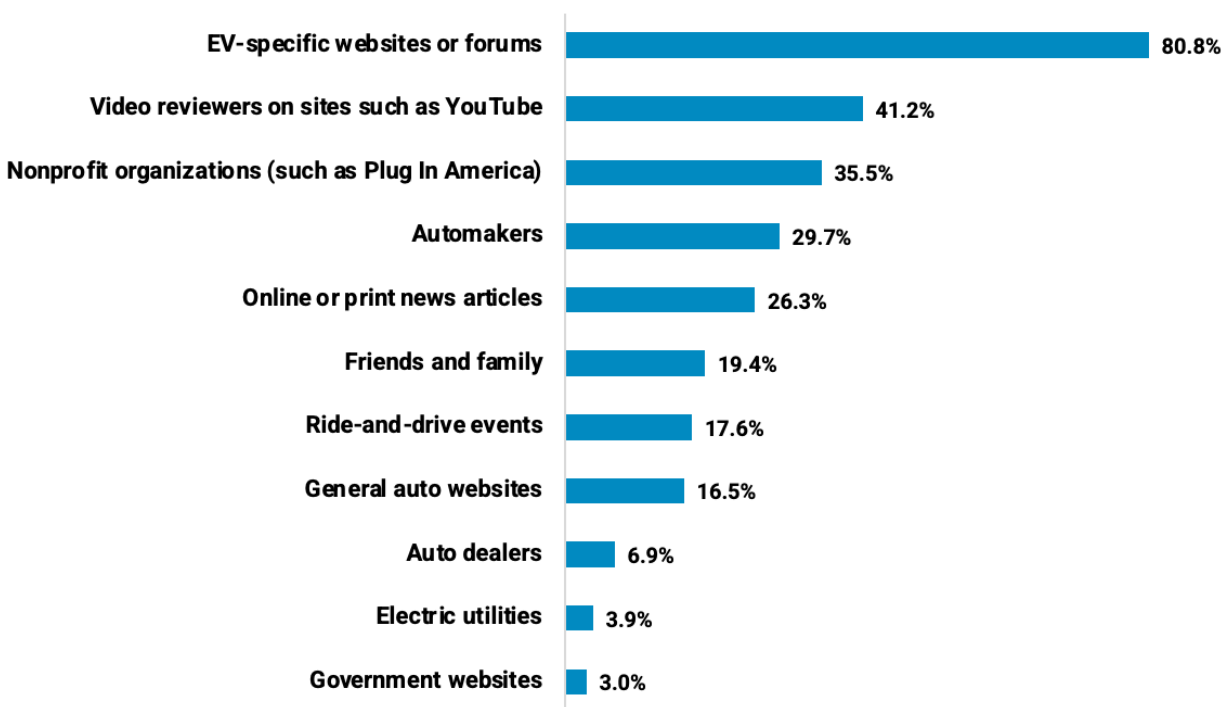


Figure 26: Select the top three information resources that you consider most useful for EV research. (n =3,363)

EV DRIVER PROFILES

EV drivers are diverse, spanning many age groups, ethnicities, income levels, and genders. However, our survey respondents tend to be older, male, and white drivers. To better represent the voices of drivers who do not fall into these categories, we examined respondents' answers to a few key questions.

Younger drivers (EV drivers between the ages of 18 and 44)

We received 395 responses from EV drivers between the ages of 18 and 44. There were 278 respondents between the ages of 35 and 44, and 117 respondents between the ages of 18 and 34.

Younger EV drivers were less likely to choose an EV as their next vehicle, although the overwhelming majority intend to stick with electric. 90.6% said it was likely or very likely that their next vehicle would be an EV, compared to 94% of all survey respondents. This is in line with results from younger EV drivers in last year's survey.

23.3% of younger EV drivers live in multifamily housing, and 22.7% are renters. This is a higher proportion than the general population and may indicate that these drivers are less likely to have access to home charging.

In contrast to older survey respondents, younger EV drivers were equally likely to select cost savings and clean air/environmental protection as their most important purchase consideration. These considerations were tied, with 23.6% of younger EV drivers selecting either option. Younger drivers were more likely to value convenience and less likely to value energy independence and national security.

Which purchase consideration is the single most important to you today?

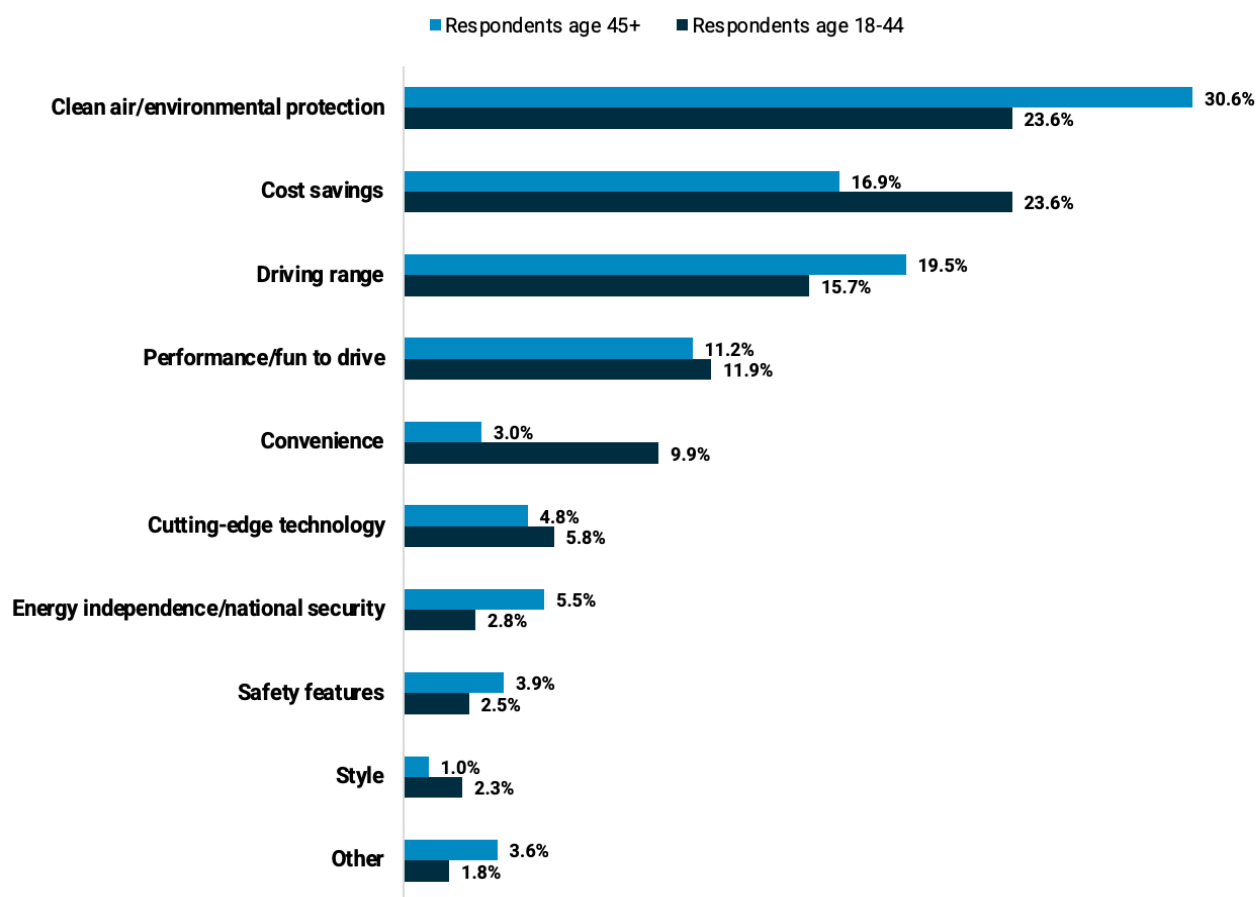


Figure 27: “Which purchase consideration is the single most important to you today?” (Respondents age 18-44: (n = 394); Respondents age 45+: (n = 2,910))

Younger EV drivers still saw their concerns decrease across all categories after acquiring an EV. However, a slightly higher percentage of these drivers were concerned about vehicle price,

public charging reliability, and access to home charging when deciding to buy or lease an EV, compared with all survey respondents.

Which of the following were/are you concerned about...

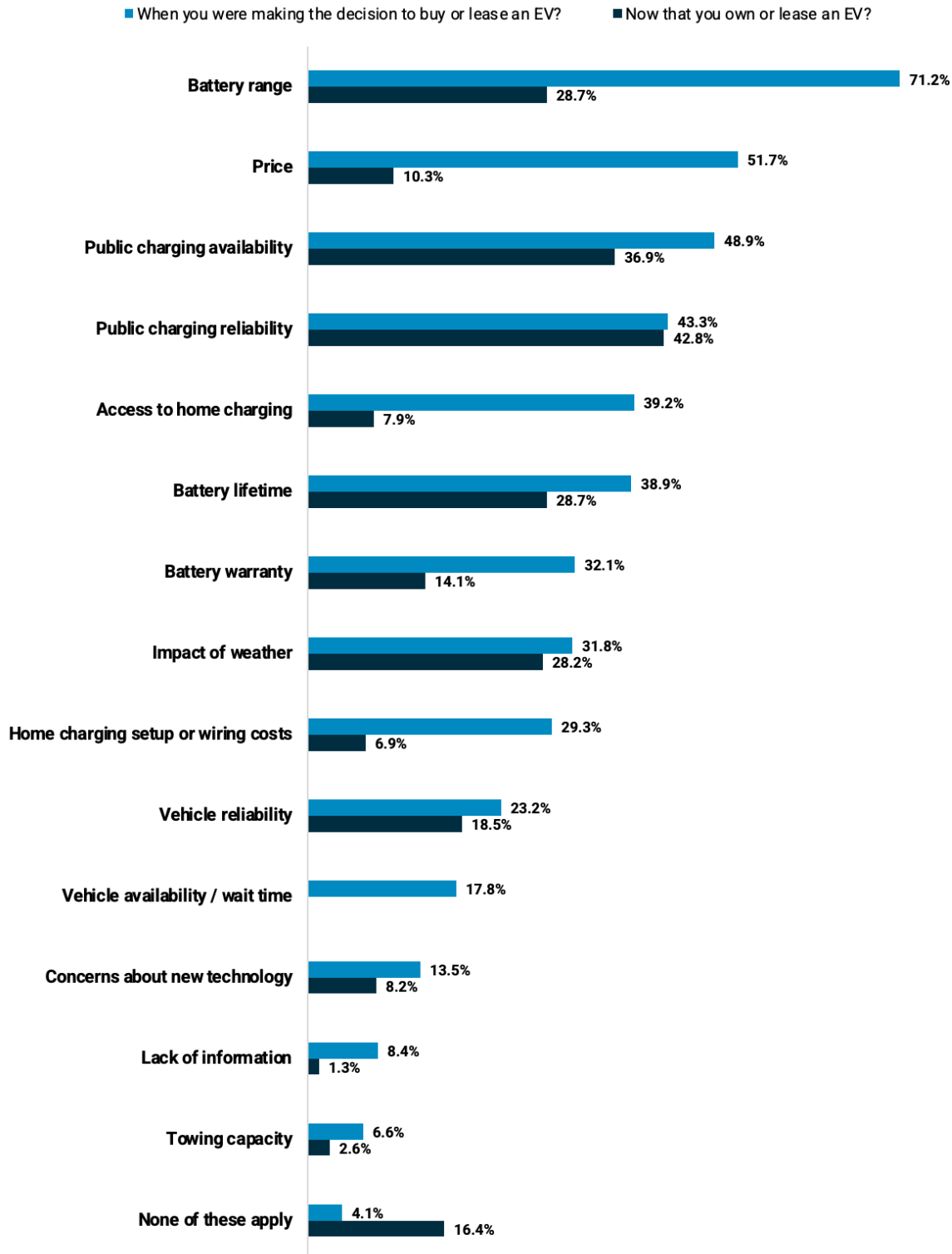


Figure 28: "Which of the following were/are you concerned about... when you were making the decision to buy or lease an EV and now that you own or lease an EV?" (among respondents age 18-44) (n = 395)

Younger EV drivers showed some differences from general survey respondents in the information resources they use. While 57.1% of these drivers consider video reviewers most useful, only 41.2% of the general survey population said the same. Younger drivers were more likely to consider friends and family an important information resource, with 31.9% of them selecting this option, compared to 19.4% of all respondents. EV-specific websites and forums were still considered the most useful information sources.

Select the top three information resources that you consider most useful.

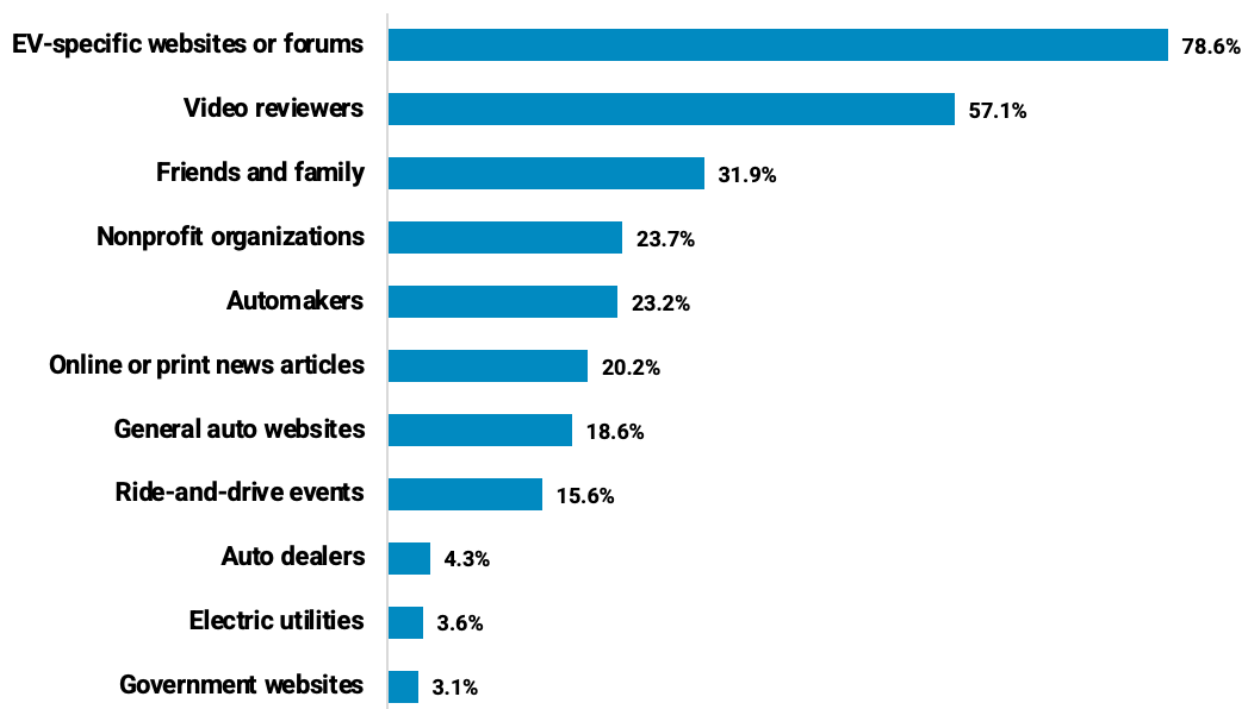


Figure 29: "Select the top three information resources that you consider most useful." (among respondents age 18-44) (n = 395)

Female EV drivers

In 2026, 786 survey respondents identified as female. This makes up 21.8% of the total respondents. 94.3% of female EV driver respondents said that it is likely or very likely that their

next vehicle will be an EV. This is an increase from last year, when 92% of female EV driver respondents said the same.

Female EV driver respondents were more likely than the entire survey population to select 'clean air/environmental protection' as their single most important purchase consideration, with 37.6% selecting this option. When they were making the decision to buy or lease an EV, female EV driver respondents were most likely to be concerned about battery range, public charging availability, and battery lifetime. Now that they own or lease an EV, all of those concerns have diminished.

Which of the following were/are you concerned about...

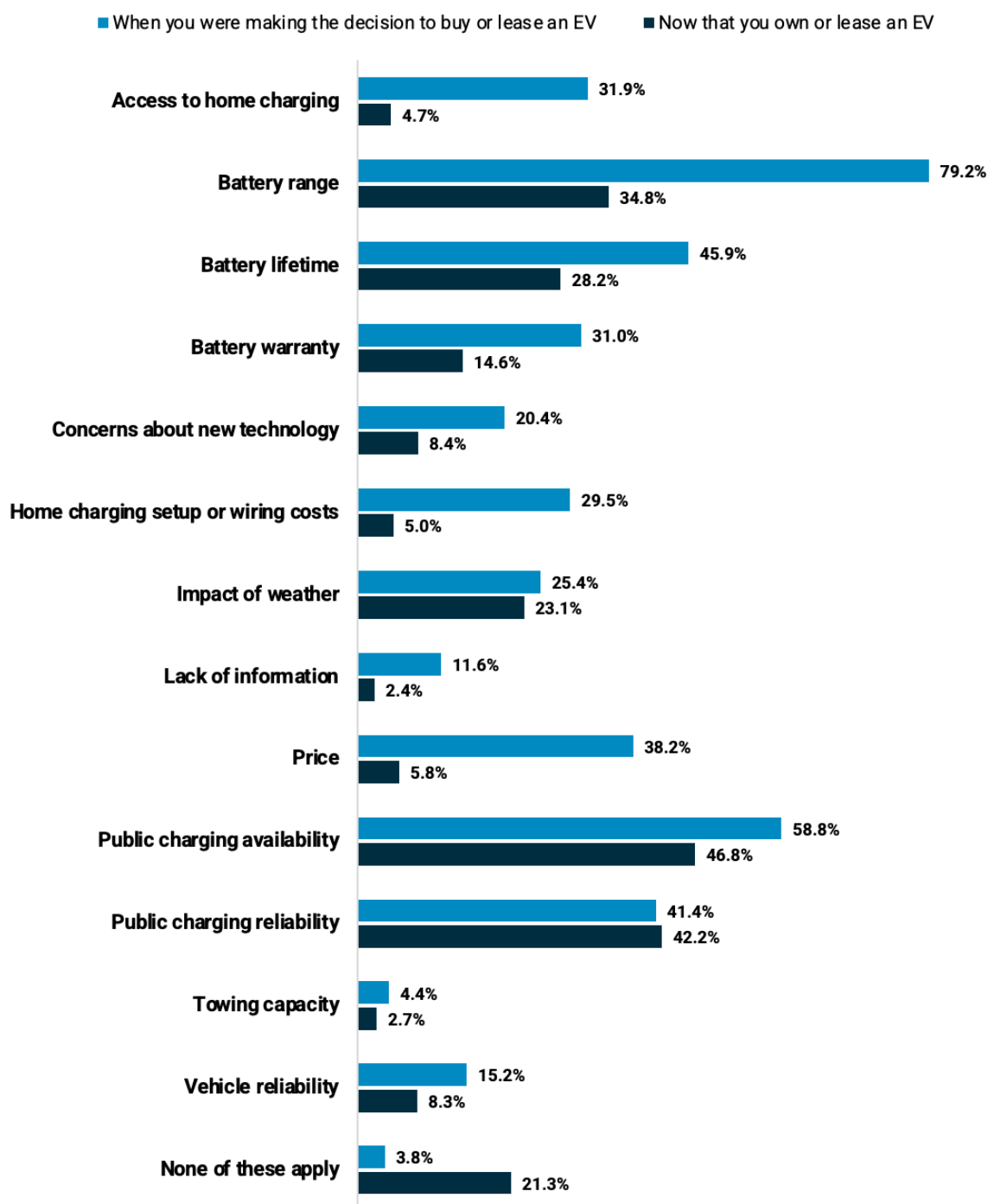


Figure 30: "Which of the following were you concerned about at the time you bought or leased an EV?" compared to "Now that you own or lease an EV, which of the following are you concerned about?" (Among respondents who reported as female)

Concerns about public charging reliability increased slightly even after acquiring an EV, indicating a higher level of concern among female EV drivers. There has been an increase since last year in the percentage of female EV drivers who had concerns in each of these categories.

Female EV drivers consider a variety of information resources useful, including EV-specific websites or forums, nonprofit organizations, and video reviewers. Friends and family are considered most useful by nearly 30% of them. Female EV drivers were more likely than the general survey population to consider nonprofit organizations, friends and family, and ride-and-drive events most useful.

Select the top three information resources that you consider most useful.

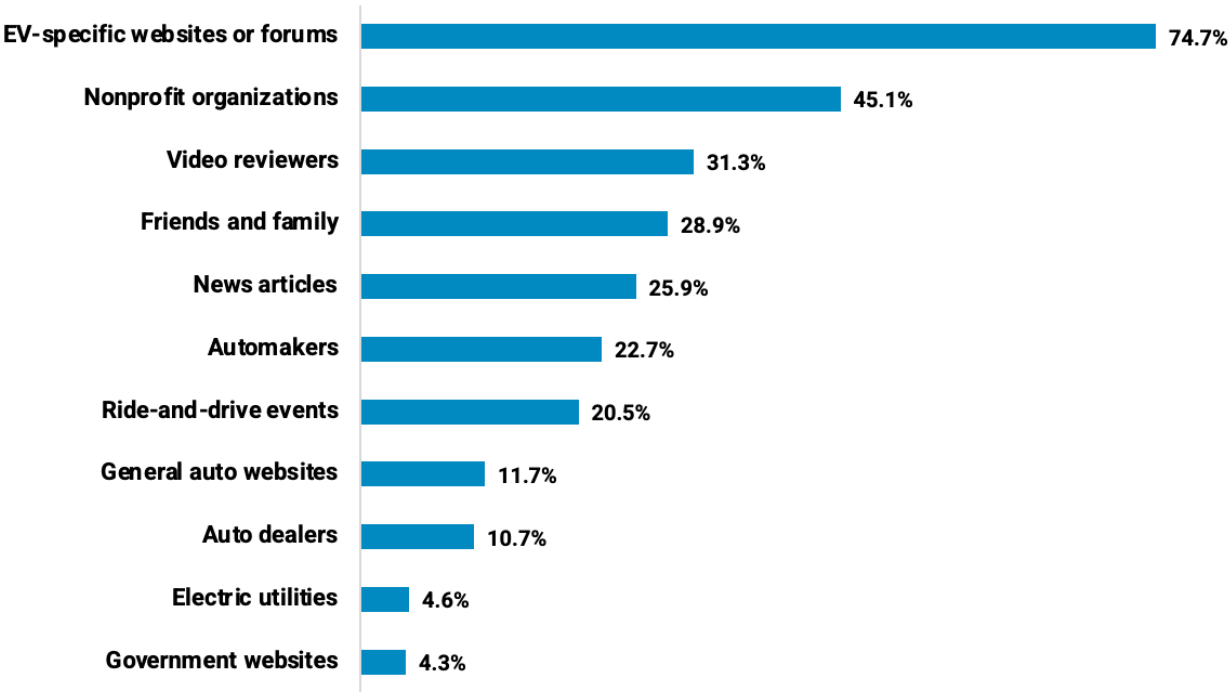


Figure 31: Select the top three information resources that you consider most useful. (Among respondents who reported as female) (n = 786)

EV drivers in multifamily housing

440 survey respondents live in multifamily housing, representing 12.2% of all respondents. Most of these respondents live in an apartment, condo, or townhouse with 2 to 5 units. 67% of these drivers have a dedicated charger at home, and 10.9% have access to shared charging at their building. In total, 77.9% of respondents in multifamily housing have access to home charging.

94.6% of respondents who live in multifamily housing are likely or very likely to choose another EV as their next vehicle. Of the 84 respondents who live in multifamily housing and do not have access to home charging, 86.9% were likely or very likely to choose an EV as their next vehicle.

Respondents who live in multifamily housing still have a very high level of confidence in the EV experience, even though they may face some barriers to charging at home. Once they find the lifestyle that works for them, nearly all of them want to keep going.

When they were making the decision to buy or lease an EV, 35.8% of multifamily housing residents were concerned about access to home charging, which is a higher level of concern than the general survey population. Now that they own or lease an EV, only 13.5% are concerned about access to home charging. There was a similar drop in concern about home charging setup or wiring costs (20.9% before, 6.3% after) and a drop in concern about public charging availability and reliability. Residents of multifamily housing are satisfied with their EVs and see their concerns drop after buying or leasing one.

Asian/Asian American or Pacific Islander, Black or African American, Hispanic/Latino, and Native American or Alaska Native EV drivers

This section includes drivers of the following races and ethnicities, categories which are also used in the U.S. Census: Asian/Asian American or Pacific Islander, Black or African American, Hispanic/Latino, and Native American or Alaska Native. Respondents were asked to self-identify or to decline to specify their race or ethnicity.

In total, this survey had 154 respondents who identified themselves as Asian/Asian American or Pacific Islander, 104 respondents who identified themselves as Black or African American, 144 respondents who identified themselves as Hispanic/Latino, and 29 respondents who identified themselves as Native American or Alaska Native. In total, 431 respondents identified with one or more of these groups. Since these individual groups are not statistically significant, this analysis will include all respondents who identified with at least one of these groups.

90.3% of drivers who identify with one of these groups said that it is likely or very likely that their next vehicle will be an EV. This level of confidence is slightly lower than the general survey population, but it is still very high.

Purchase considerations among these drivers vary significantly compared to those of white EV drivers. 28.1% of drivers who identified as Asian/Asian American or Pacific Islander, Black or African American, Hispanic/Latino, or Native American or Alaska Native considered cost savings to be the most important purchase consideration. They valued clean air/environmental

protection slightly less, and this consideration was tied to the driving range. Among these drivers, cost savings are a crucial factor in the decision to acquire an EV.

Which purchase consideration is the single most important to you today?

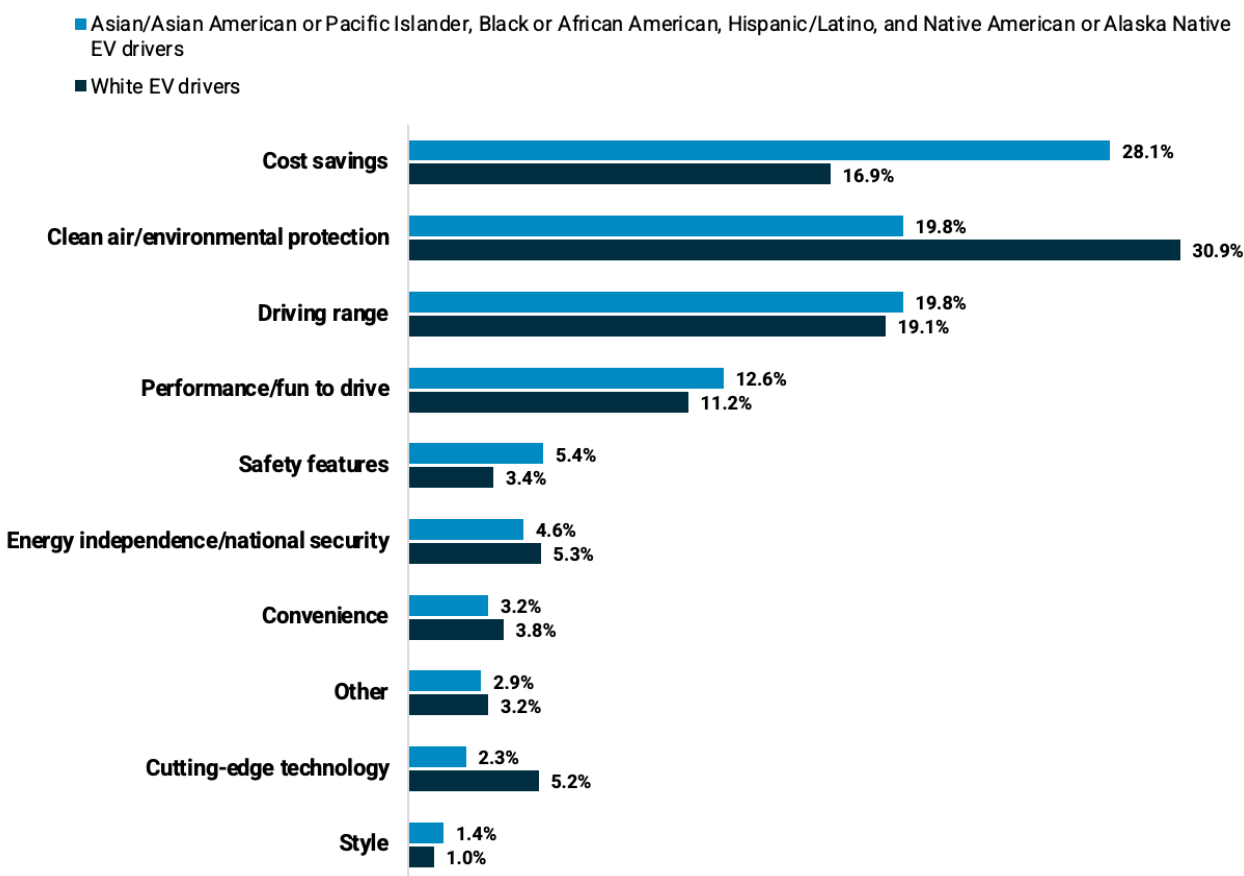


Figure 32: Which purchase consideration is the most important to you today? (Among EV driver respondents who reported as Asian/Asian American or Pacific Islander, Black or African American, Hispanic/Latino or Native American/Alaska Native (n = 349), in comparison to EV driver respondents who reported as White (n = 2,818))

Drivers who identified with these races and identities were most likely to be concerned about battery range, price, and public charging availability when they were making the decision to buy or lease an EV. Now that they own or lease one, all of their concerns have decreased. Concerns about price and battery range decreased significantly. While overall levels of concern have increased since last year, drivers continue to see their concerns drop once they have real-world experience using an EV for daily driving.

Which of the following were/are you concerned about...

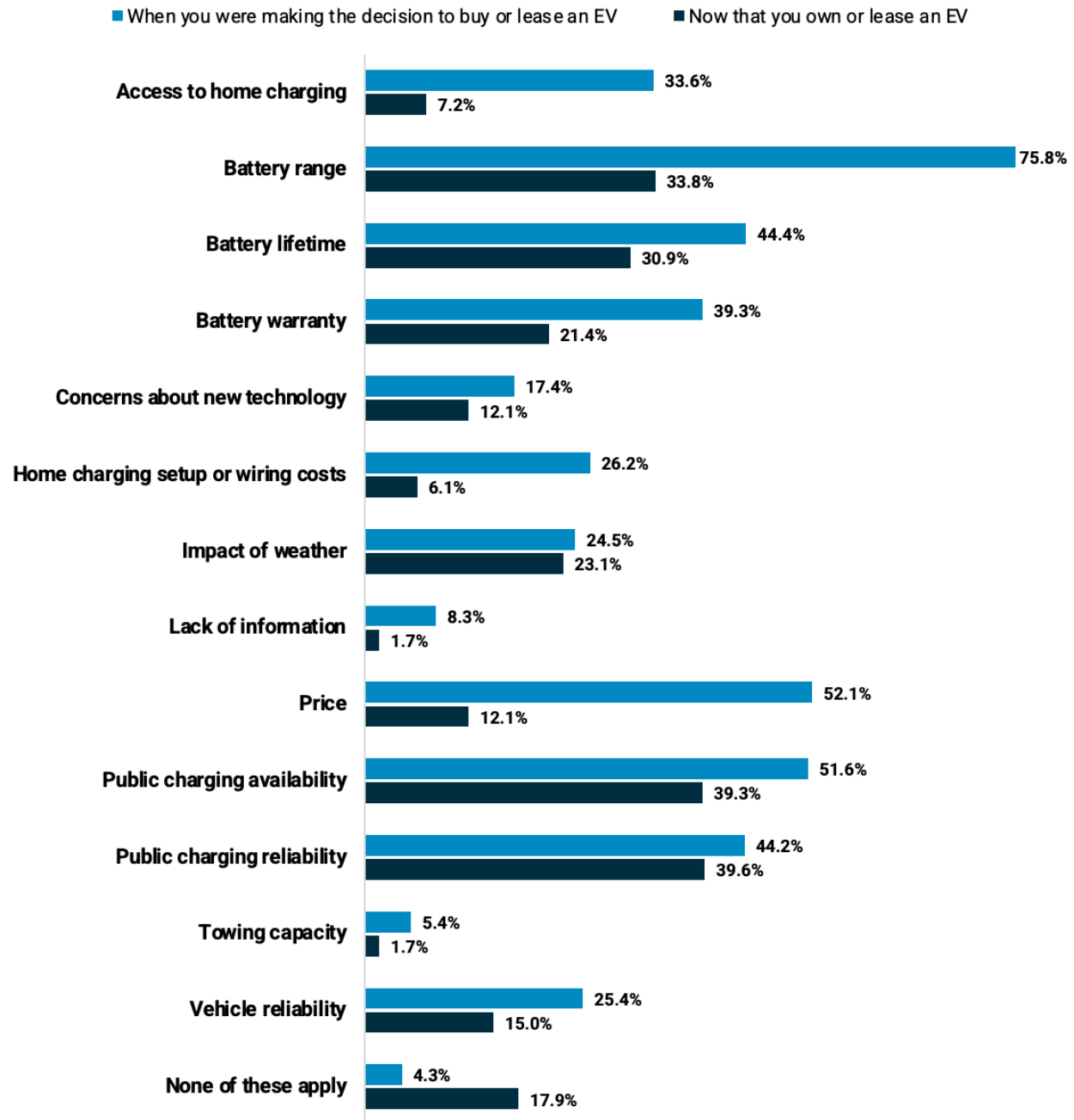


Figure 33: "Which of the following were you concerned about at the time you bought or leased an EV?" compared to "Now that you own or lease an EV, which of the following are you concerned about?" (Among respondents who reported as Asian/Asian American or Pacific Islander, Black or African American, Hispanic/Latino or Native American/Alaska Native) (n = 350)

The information resources that these drivers find most useful are similar to those of the general survey population, with EV-specific websites or forums and video reviewers ranked as the most important. Drivers who identify as Asian/Asian American or Pacific Islander, Black or African American, Hispanic/Latino, or Native American or Alaska Native are more likely to value cost savings and may have more concerns before acquiring an EV, but they are very loyal to their EVs and almost all of them would choose an EV for their next vehicle.

DEMOGRAPHICS

The following demographics include all respondents who completed the survey in its entirety unless otherwise stated.

In comparison to the 2025 survey, this year's survey respondents are more likely to be older (the highest proportion is in the 65-74 age range). There were slightly fewer respondents who self-identified as male. We received at least one survey response from every U.S. state in 2026.

What is your age?

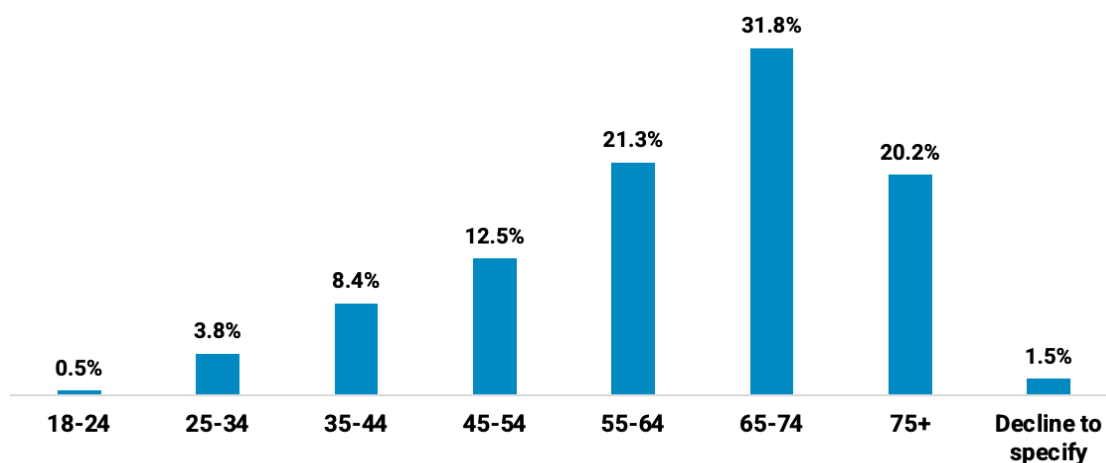


Figure 34: Age range (n = 3,618)

Which race/ethnicity describes you? Select all that apply.

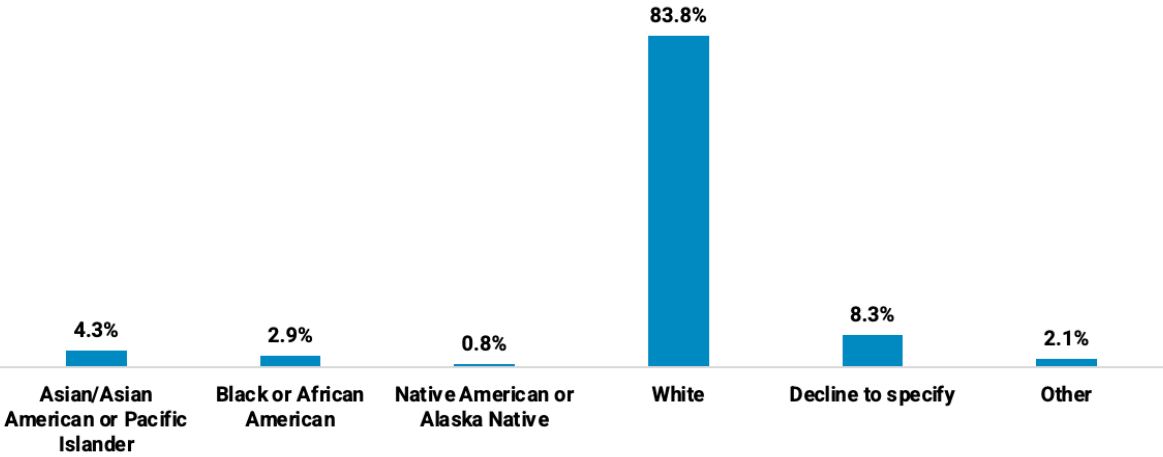


Figure 35: Race/Ethnicity (n = 3,608)

Are you of Hispanic or Latino origin?

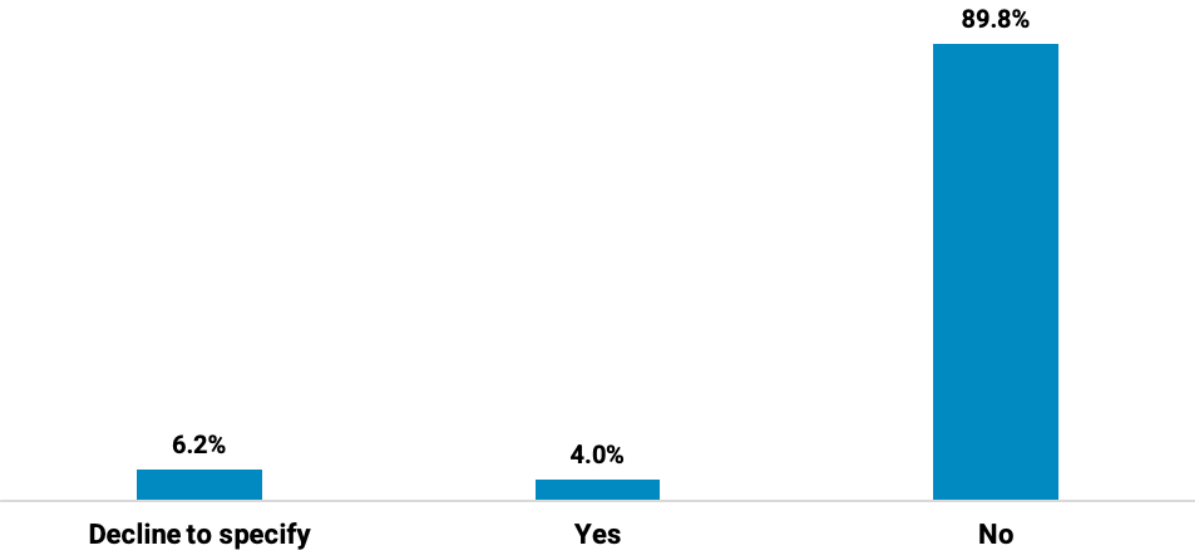


Figure 36: Are you of Hispanic/Latino origin? (n = 3,606)

To which gender identity do you most closely identify?

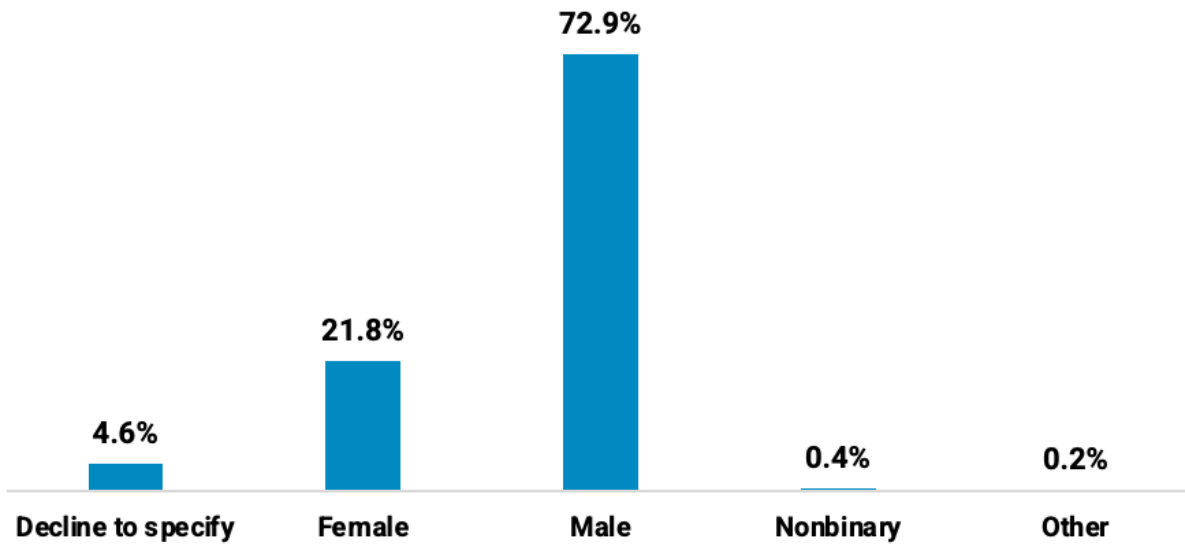


Figure 37: Gender Identity (n = 3,607)

What is your annual household income?

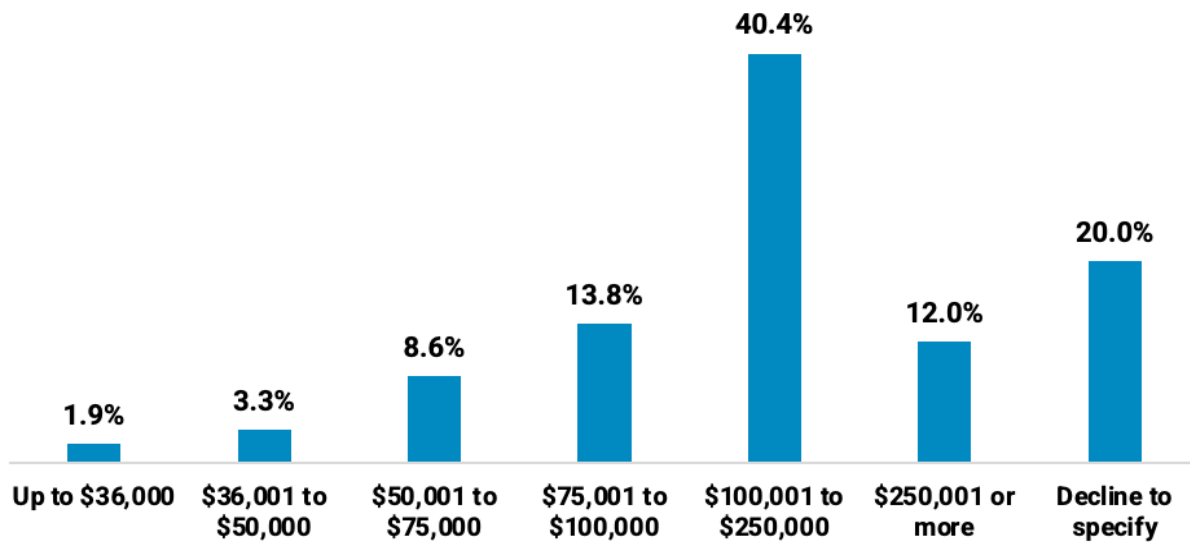


Figure 38: Annual Household Income (n = 3,608)

2026 Annual Survey Respondents by State

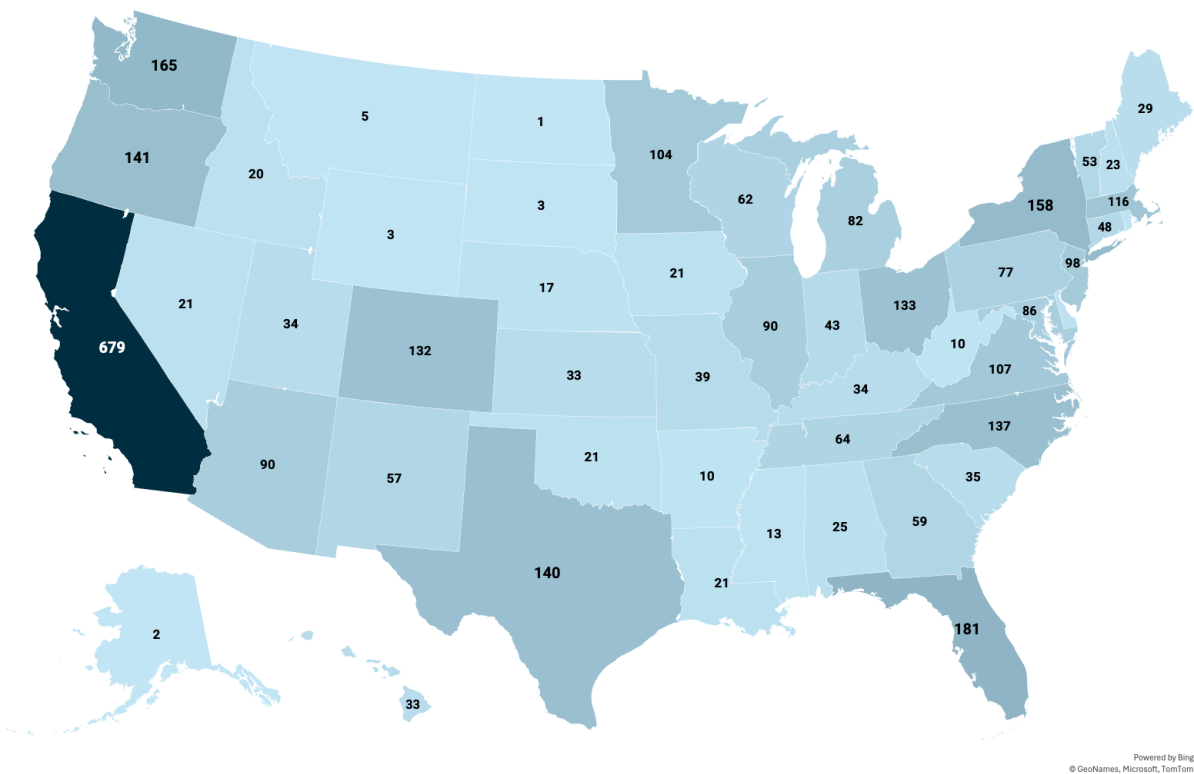


Figure 39: Survey respondents by state (n = 3,594)

What type of residence do you live in?

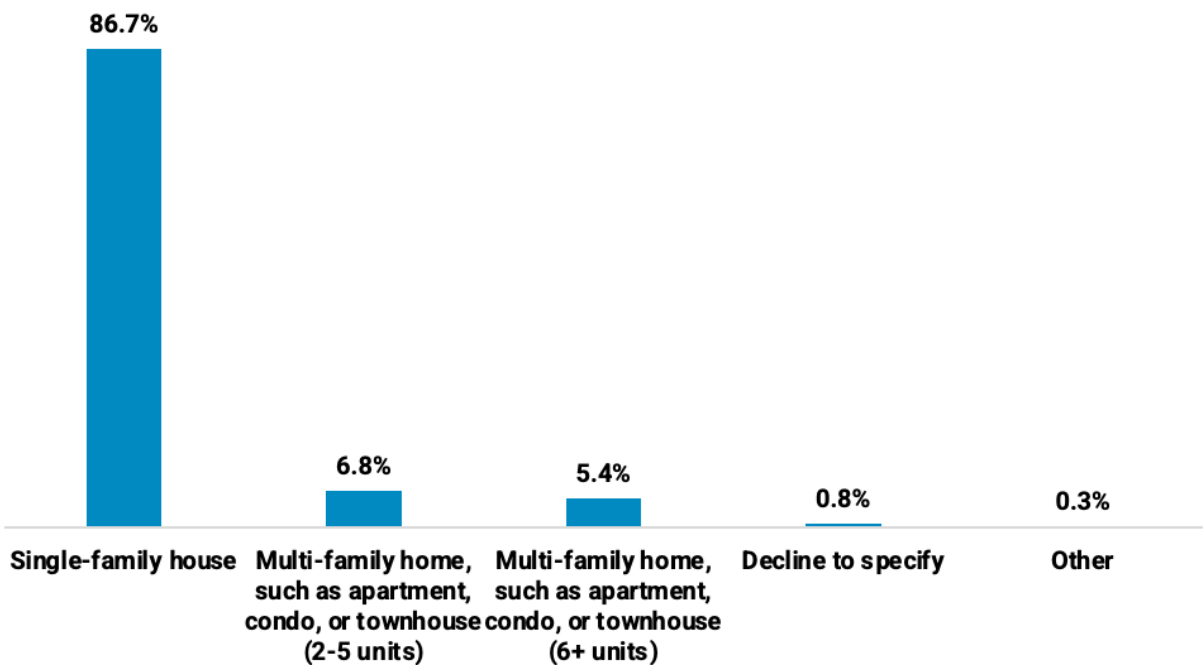


Figure 40: What type of home residence do you live in? (n = 3,615)

Is your home residence owned or rented?

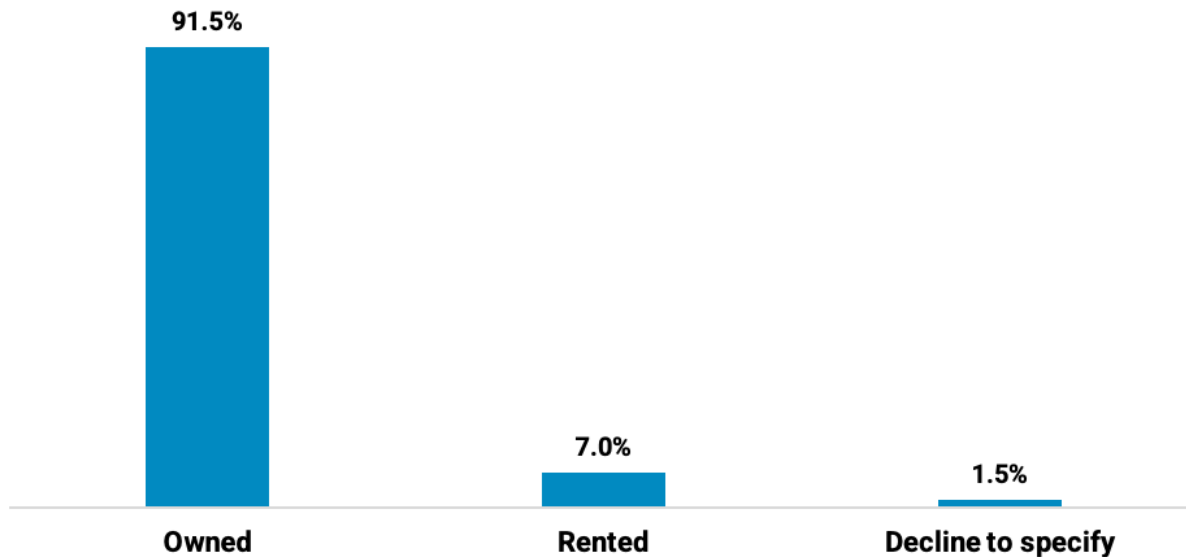


Figure 41: Is your home residence owned or rented? (n = 3,614)

MOVING FORWARD

Messages to emphasize

Based on these findings, Plug In America has identified key messages to accelerate the EV transition.

- **EV drivers enjoy everyday cost savings.** Although the upfront cost of a new EV can be higher than that of a traditional gas car, everyday savings on fuel costs and maintenance, as well as rebates and incentive programs, can make up the difference in the long term and make EVs significantly cheaper over their lifetime, saving drivers thousands of dollars. This is backed by data from the report that 91% of EV drivers agree they save money driving an EV.
- **Today's batteries are more than sufficient for daily driving and can often power several days of driving on a single charge.** Even though most EV drivers in this survey have the convenience of home charging, most EV drivers don't charge their vehicles every day. The majority (65%) of EV drivers charge a few days a week (41%) or weekly (24%).
- **EVs are preferred for daily driving in multi-vehicle households.** When households have both an EV and a gas car at home, the EV is likely to be driven more often in over 75% of two-drivetrain households. This is a powerful confirmation that EVs are convenient, fun

to drive, and dependable for so many families. When it comes to daily driving needs, you can't beat an EV.

- **EV drivers love their vehicles and aren't going back to gas.** EV drivetrain loyalty continues to grow. 94.3% of EV driver respondents reported that they are likely or very likely to acquire an EV for their next vehicle. When compared to gas cars, over 90% of EV drivers consider their vehicles more fun to drive, easier to maintain, and cheaper to fuel. Additionally, more than 94% of EV drivers consider their vehicles to be convenient, reliable, and safe.
- **To know one is to love one.** Many people have concerns about switching to an EV, but once they drive an EV, nearly all of these concerns diminish.
- **The public charging experience is improving and changing.** In addition to EV driver experiences shared in this report, the nearly uniform adoption of the NACS port and private investment in charging infrastructure indicate that the public charging landscape will continue to evolve.

Policies to prioritize

Plug In America also advises policymakers and EV advocates to focus on the following policy priorities.

- **Protect against punitive EV and public charging fees.** Cost savings are consistently important in drivers' decisions to purchase or lease an EV. Policies that reduce these cost savings have the potential to slow EV adoption and the broader benefits of EVs. Keeping public charging costs as low as possible is particularly important from an equity perspective since EV drivers without home charging already tend to pay more to charge.
- **Expand charging infrastructure.** Level 2 public charging is especially needed within walking distance of multifamily housing in order to alleviate concerns about battery range and charging options. Cities can also streamline the permitting process for public charging installation. States and municipalities can adopt [right-to-charge policies](#), which expand access to charging at condominiums, apartments, and homeowners' associations.
- **Incentivize EV driving at every level.** With the loss of federal tax credits, drivers should look to incentives at the state and local level to reduce the upfront cost of an EV and get to the cost savings quicker. Drivers are interested in cost-saving utility programs, which can provide benefits to the utility and the grid. Incentives support the many benefits of EVs, including cleaner air, a more efficient and resilient electric grid, reduced reliance on foreign oil, and improved public health.

Programs to prioritize

Plug In America encourages stakeholders in the EV transition and industry partners to continue with these types of efforts to grow adoption:

- **Educate, educate, educate.** Educational programs make a difference. These can be in-person, standalone ride-and-drive events or events associated with a national campaign like [National Drive Electric Month](#) or [Drive Electric Earth Month](#). First-hand experience counters harmful myths and misconceptions about EVs.
- **Provide a place for people to ask questions one-on-one.** This happens organically at ride-and-drive events, but also can take the form of email or phone support like [Plug In America's EV Support Center \(EVSC\)](#) that answers questions about charging, selecting a vehicle, and much more.
- **Share EV driver stories through digital campaigns** to show how today's EVs can fit into a variety of lifestyles and meet different needs. [Stories](#) that highlight cost savings, incentives, and drivers' love for their vehicles are impactful.
- **Provide resources in places like EV-specific websites, such as [PlugStar.com](#), and on social media websites like YouTube and Reddit.** These platforms are critical for education and consumer research.
- **Educate retailer and dealer staff who interface with the public about EVs.** Programs like [Plug In America's PlugStar](#) offer retailer and dealer training in a variety of formats and ongoing support to improve the consumer experience. Sales staff with knowledge about EVs and charging will be more confident in selling EVs and enhance the consumer experience.

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METHODOLOGY

This report presents findings from a survey of electric vehicle and plug-in hybrid electric vehicle drivers and intenders conducted by Plug In America between January 21, 2026, and March 31, 2026, to assess the EV driver experience in the United States. A total of 3,809 EV drivers completed the survey in full.

The sample consisted of EV drivers contacted by email through Plug In America's electronic mailing list, outreach through EV owners clubs across the country, and partner organizations. Additional respondents were contacted through social media outreach on Meta and Reddit. The survey was administered online in English. No incentives were offered to respondents.

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ABOUT PLUG IN AMERICA

Plug In America is the nation's leading nonprofit organization dedicated to the transition to affordable and accessible plug-in vehicles and charging through education, advocacy, and research. Formed in 2008, the organization provides practical, objective information to consumers and dealerships about EVs through various programs, including National Drive Electric Month, Drive Electric Earth Month, PlugStar.com, and other public outreach events. Learn more at PlugInAmerica.org.